

CHEMIST & DRUGGIST

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a Benn publication

February 26 1983

GPs asked to
consider £4,800
basic Practice
allowance

CP scales: 6 pc
for pharmacists

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CHEMIST & DRUGGIST

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Editor/Publisher:
Ronald Salmon MPS
Assistant Editor:
John Skelton MPharm, MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Beauty Editor:
Liz Platts BA
Editorial Assistants:
Patrick Grice BPharm, MPS
Paul Slade BA

Price List Controller:
Colin Simpson

Director: James Lear

Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Production: Shirley Wilson

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Regional advertisement offices:
Midlands: 240-244 Stratford Road, Shirley,
Salford, W. Midlands B90 3AF
021-744 4427

East Anglia: 71 Welsford Road, Eaton Rise,
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0603 54284

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Leeds LS18 4DF. 0532 583329

West Country & South Wales:
10 Badminton Road, Bowndend, Bristol
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COMMENT

Basic practice

So delegates at the conference of Local Pharmaceutical Committees are to consider once more proposals to increase the Basic Practice Allowance at the expense of on-cost. But because these proposals reflect the view of last year's conference, that on-cost should not be eliminated but balanced against an increased BPA, the paper presented by the PSNC should be better received than 1982's much-aligned "simplified contract".

There has been a steady movement in recent years to tip the balance towards rewarding the pharmacist for the service element of NHS dispensing rather than merely the supply aspect. This is both right and proper, for an on-cost system alone tends to encourage production-line dispensing — with the maximum number of scripts being dispensed by the smallest number of people in the minimum space.

The quantity of FP10s dispensed should not detract from the quality of service given to the public, because by definition, the drug prescribed should always be dispensed as prescribed in a reasonable time, along with the necessary counsel from the pharmacist. However, supervision is the name of the game these days, both of dispensing techniques, the sale of *all* OTC medicines and of customers' requests for health-giving remedies and advice.

The BPA, along with the essential small pharmacies scheme, recognises the value of the pharmacy to the community as the provider of an all-round pharmaceutical service centre. In the past two weeks, PSNC's chief executive, Alan Smith, has gone on record again (*C&D* February 12, p255), to emphasise the increased role he sees for pharmacists in blood pressure testing, urine analysis, and the monitoring of repeat prescriptions and patient medication records. All are roles which could justify increased BPA levels in future negotiations.

Mr Smith also urged that pharmacists

should not undersell their professional abilities when they counter-prescribe. And this is timely advice with the National Pharmaceutical Association's advertising campaign less than two months away. Its slogan: "Ask your pharmacist — you'll be taking good advice", should bring in the customers. The NPA's hope, and that of the profession, must be that all community pharmacists will have, or make, sufficient time free of dispensing to give that service.

But the number of second pharmacists has fallen by 50 per cent in the past decade, largely because pharmacists employing them are not fully reimbursed for their services. And the latest PSNC request for an additional pharmacist allowance has been turned down because the Department of Health cannot afford "new money" for the balance sheet in the present economic climate (p348). So an increase in the BPA must be a useful hedge against a sudden fall in script turnover, whether caused by leap-frogging, loss of a local general practice or reduction in the sterling generated by an on-cost system vulnerable to such things as reduced drug prices (generic prescribing or substitution, parallel importing, etc). In the longer term, however, the Department must recognise that a second pharmacist allowance, paid only when a second pharmacist *is* employed, is in the interest of both patient safety and better use of the pharmacist's advisory capabilities.

The opportunities for giving a sound pharmaceutical service are there. Unichem have just provided the pharmacist with another by the introduction of an own label incontinence range backed by a television and Press campaign underlining the pharmacists' advisory ability. It is up to pharmacists to take this chance to be better paid for the service element of their contract, and having been so rewarded, to give that service.

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LPCs to consider doubling BPA

A proposal to increase the Basic Practice Allowance from its present level of £2,400 to a maximum of £4,800 with a corresponding reduction in on-cost is to be put to the conference of Local Pharmaceutical Committees in April. Delegates last year sought a balance between on-cost and BPA and did not endorse the "simplified" contract put forward, which eliminated discount and on-cost scales but greatly enhanced the BPA.

The new proposal from the Pharmaceutical Services Negotiating Committee will be included in a report on the cost-plus method of payment and on the state of negotiations with the Department of Health. Pharmacies doing 200 scripts a month at an on-cost of 26 per cent will receive the minimum BPA of £2,400 while the £4,800 maximum is paid on 800 scripts a month at 14.6 per cent on-cost. Above that script level on-cost will reduce progressively to a new minimum of 8 per cent (now 9 per cent) when 5,000 scripts a month and over are dispensed.

At present the on-cost starts at 26 per cent for up to 249 scripts a month and reduces steadily through 16.2 per cent (1,500 pm) to 9 per cent (5,000 pm and above) while the BPA is a constant £2,400.

More rational . . .

Three resolutions on the BPA will be put to conference, one in the hope that: "... rational location of pharmacies may soon be realised rather than remain a dream." This proposes an increase in the BPA to not less than £5,000 pa to be

updated annually by normal indices, and will be put jointly by Birmingham and St Helens and Knowsley LPCs. A proposal from Hertfordshire that the PSNC take immediate steps to increase the BPA financed from on-cost remuneration, if passed, will trigger one from Norfolk that: "Future increases in the BPA should not be financed *solely* by reducing on-cost which must remain an integral part of our contract."

Five further motions have been tabled with the aim of encouraging a more rational location of pharmacies. One of these, from Essex LPC, wants the BPA to be paid according to whether an area is designated "open, closed or intermediate". Camden & Islington are seeking a "closed list" system to deter leapfroggers while a Somerset motion requires the PSNC to distribute the global sum so as to "positively encourage" rational distribution and, where the workload is appropriate, "the employment of additional pharmacists". Essex also propose that the PSNC should maintain a register of desirable localities for community pharmacies "... maintained on information supplied by LPCs".

'Generics' again

Conference will be asked to approve generic substitution "provided that sufficient information regarding quality control and manufacturing procedures are available". Coventry LPC will then ask delegates to approve a motion calling on the Government to cease claw back of discounts if the Camden & Islington motion on generic substitution is passed.

Legible scripts that include full dosage directions are called for by Lancashire LPC while Leeds want both the sucrose content and the expiry date of medicaments displayed, if appropriate.

A Coventry LPC proposal will ask that the PSNC pursue with "appropriate authorities" that amendments to the Drug Tariff be published on a monthly basis. Leicester LPC deplore the inadequacy of Part VI of the Tariff in not including modern dressings / appliances for the care of patients receiving Part II NHS Pharmaceutical Services. Their motion urges the PSNC "to press the Department of Health to revise and update the Drug Tariff promptly".

Somerset want to see the adoption of the Scottish stock ordering system by doctors through pharmacists and Norfolk want contractors to be reimbursed for stocks of non U-100 insulin that goes out-of-date in the changeover. Lastly, Redbridge and Waltham Forest request that the Secretary for Social Services accept "specific" nominations by LPCs of pharmacists to serve on Family Practitioner Committees.

☐ Minister for Health, Kenneth Clarke, is not able to address conference.

No money for extra pharmacist at present

The Department of Health has turned down the Pharmaceutical Services Negotiating Committee's proposals on an "Additional Pharmacist's Allowance" at present but "fears" that in the long term, further monies might be needed to provide one. The Department's reply was given to the February meeting of the Committee.

The reasoning behind the PSNC proposal for developing the pharmaceutical service were understood, the Department said, but it could not agree to an introduction requiring "new money" in the present economic difficulties.

The PSNC has been waiting since the end of June for this reply and the Department apologised for the delay but "... some time had been spent on considering the proposal.



"... Irrational relocation based on dreams about a higher BPA"

No 'standby' fee

There will be no pilot study to establish the feasibility of producing a standby fee for a 24-hour service in certain areas in place of the rota system. However, the Committee has accepted a departmental proposal that a study of the number of scripts dispensed during rota periods be undertaken as part of the Chemists Remuneration Inquiry 1983.

Scripts dispensed as part of a standby service would have attracted urgent fees requiring "new money": none was available.

Bulk prescriptions. A further joint letter from the Pharmaceutical Society and PSNC is to be sent to the Department requesting that an expert panel of doctors and pharmacists be set up to compile a list of the products which could with safety be bulk prescribed.

Dr B.A. Wills, chief pharmacist at the Department of Health, said he was awaiting the views of the General Medical Services Committee on the matter and would make a decision when he had received them.

Greenfield report on effective prescribing was discussed and will be again, in greater detail, at the March meeting. Dr B.A. Wills has asked for the Committee's comments on the proposals by April 15.

Pre-registration trainees. The Committee agreed to make representations to the Department of Health to increase the grant in respect of trainees from £1,725 to £1,850 for 1983-84 (an increase of 7.2 per cent).

U-100 insulin. The Committee is to write again to the manufacturers about return arrangements, etc of non U-100 insulin and will make representations to the Department of Health for a special payment to cover reimbursement of dead stock.

Appropriation accounts 1981-82. The section dealing with the pharmaceutical industry, pharmacy contractors and dispensing doctors was considered as was a report on the meeting of the House of Commons Select Committee on Public Accounts (C&D, January 29, p157).

The trial of oxygen concentrators being held in the North Western Regional Health Authority will be completed in September and the RHA will report at the end of the year. PSNC will then be involved in any discussions on accommodating oxygen concentrators in the NHS, the DHSS told the Committee. Any information from contractors on the use of oxygen concentrators in RHA areas other than the North Western region would be welcomed, the Committee said. **Bricanyl Nebuhaler** is to be included in Part VI of the Drug Tariff under the heading "Nebulisers (Inhalers)" following a request from the Department which the PSNC approved.

Prescription Pricing Authority. The Department of Health has confirmed the re-appointment of Mr G.S. Knowles of Cheshire as a PSNC representative on the PPA until March 31, 1986.

Notional rents for freehold premises. The

Department has asked for a further meeting to discuss this issue. PSNC advised the DHSS in January that a formal state of dispute existed and terms of reference would be drawn up for agreement with them and subsequent consideration by the Pharmacists Review Panel.

JIC scales give pharmacists 6pc and assistants £5 pw

Pharmacy managers and pharmacists get a six per cent salary rise in the new minimum rates of pay and holiday entitlement agreed by the Joint Industrial Council for Retail Pharmacy.

An increase of £5 a week raises the shop assistant's wage from £60 to £65. This is in line with the £5 increase awarded by the Food (£62 to £67) and Non-Food (£62.50 to £67.50) Wages Councils. Dispensing assistants receive the same increase of £5 a week.

The annual holiday entitlement for both pharmacists and assistants will be four weeks after 12 months service.

Special relief for those unable to pay JIC rates has been lifted to £2,750 a week. The working week remains at 40 hours as does the adult age of 19 for shop assistants. The sickness year will now commence at the beginning of the tax year.

New turnover bands

The salary rise for pharmacy managers is made on a revised turnover band uplifted to allow for drug inflation at 12 per cent and the retail price index at 5.8 per cent. Rota payments for pharmacists have been increased from £2.50 to £3.25 on weekdays and from £6 to £7.50 on Sundays, weekly short days and customary holidays.

All the new rates and entitlements come into operation on the week commencing April 4.

Pharmacists

Annual salary scales

Pharmacist managers and managerses

Weekly turnover	London	Provincial
£	£	£
1,694-1,863	6,429	6,342
1,864-2,049	6,557	6,469
2,050-2,255	6,689	6,599
2,256-2,479	6,822	6,730
2,480-2,728	6,959	6,865
2,729-3,000	7,098	7,002
3,001-3,300	7,240	7,142
3,301-3,631	7,385	7,284
3,632-3,993	7,532	7,431
3,994-4,393	7,683	7,579
4,394 and over	7,837	7,731

Pharmacists

1st year after registration	4,762	4,677
2nd year after registration	4,929	4,845

Annual Holidays: Annual holidays with full pay shall be one working day's holiday for each calendar month of continuous service up to March 31. After one year's continuous service at March 31 the annual entitlement shall be four weeks.

Payment During Sickness: The sickness year will start from the beginning of the tax year in April.

Rota Payment: Where a pharmacist is called on to perform rota duties under the National Health Service, the hourly payment shall be:

Weekdays £3.25

Sundays, weekly short days and customary holidays £7.50.

Assistants

Weekly rates of wages

Dispensing assistants

	London	Provincial
Age 20	£71.00	£70.58
Age 21	£72.80	£72.39

Shop assistants

	London	Provincial
Age 16	£42.45	£42.25
Age 17	£49.00	£48.75
Age 18	£55.52	£55.25
Age 19	£65.32	£65.00

Hours of work: The weekly rates of wages are for a normal working week of not more than 40 hours exclusive of mealtimes.

Annual holiday: Annual holidays with full pay shall be one working day's holiday for each calendar month of continuous service up to March 31. After one year's continuous service at March 31, the annual entitlement shall be four weeks.

Payment during sickness: The sickness year will start from the beginning of the tax year in April.

Special relief: The Dispensing Assistants and Shop Assistants Agreement permits an employer providing an essential pharmaceutical service to apply for authority to pay up to 15 per cent lower rates if the combined NHS and counter turnover is less than £2,750 per week.

Wage Councils to go?

Wage Councils are incurring increasing Government displeasure. Mr Norman Tebbit, the Employment Secretary, and other ministers believe the councils are ignoring appeals to keep pay rises within Government guidelines.

Mr W. Kneale, secretary of the Joint Industrial Council for Retail Pharmacy, told C&D: "We know that the wages councils have not been very popular with governments. They are usually influenced by independent members who give more generous increases than those recommended by the Government."

It is a great benefit to members to know where they stand, he added. "I think it is a great advantage having a negotiated rate." Workers in the food and non-food retail sectors have recently received rises of around 8 per cent.

RPA split on Freud's Commons motion

Chairman of the Rural Pharmacists Association, Mervyn Madge, is asking all rural pharmacists to think very seriously before asking their MPs to support either Clement Freud's early day motion or the two amendments to it but secretary John Davies takes a different view.

Mr Madge says the RPA pledged at Coventry it would not destroy Clothier and also passed a resolution that the option form should be available from a third party such as a Post Office.

Mr Madge says that the Clothier draft regulations now with the Minister, although a compromise, are the result of many hours of hard and thankless work by pharmacy representatives and are the alternative to "jungle warfare days." There is bound to be criticism, says Mr Madge, especially from those who believe that if it is acceptable to the other side, it must be no good for pharmacy.

"Some pharmacy militants say fight at all costs and damn the consequences. . . I ask every rural pharmacist to think very seriously on this matter."

Mr Madge says the RPA backed Clement Freud's motion because it was on a parallel course to one debated at Coventry. But Mr Madge says the two amendments now tabled can turn the position of the pharmacist into that of "a political football." He confirms the meeting called by Clement Freud was a private constituency meeting of rural

pharmacists. "Mr Freud did not contact or consult the RPA and neither did the RPA consult him," Mr Madge says.

He says the choice is between the agreement now before the minister[as it stands], worked out by the professions of medicine and pharmacy, or leaving it to the MPs. "At best they have only a superficial knowledge of pharmacy problems and are interested more in scoring political advantage for their respective parties."

Secretary's opinion

RPA secretary, John Davies told *C&D* that he thought pharmacists should continue to back Clement Freud's original motion, until it was shown that working against the regulations in this way would wreck Clothier. Mr Freud's guidance on the point is being sought.

Mr Davies said the RPA has a clear vision on option forms and would continue to oppose present plans for their distribution. If it became necessary to back Mr Body's amendment then RPA members would have to do so. At least it would show that MPs supported rural pharmacy. Pharmacists would then have to exert pressure after Clothier had been ratified to alter the option form arrangement.

☐ *Editor's note.* Xrayser last week also had a change to mind over backing the early day motion. He now advocates supporting Richard Body's amendment to Clement Freud's motion which removes the option form reference and urges the Government to accept that pharmacies provide citizens with a safe, expert, comprehensive and economical service.

Dispensing doctor scripts up again

The number of prescriptions dispensed by dispensing doctors in England in the year to March 31, 1982, increased by 2.9 per cent compared with an increase of 1.3 per cent in prescriptions dispensed by chemists.

Figures in the annual report of the Prescription Pricing Authority show that the number of prescriptions dispensed by doctors (both Drug Tariff and capitation) increased from 18,373,046 to 18,907,835. For chemists the figures were 300,016,864 and 303,936,457 respectively. Further details from the report next week.

Fourth pharmacy for Safeway

Safeway Food Stores opened their fourth pharmacy this week at Acocks Green, Birmingham.

The pharmacy, similar to the one at the Hadleigh, Essex site, is within the superstore and will open 9am (an hour later than the rest of the store) to 8pm, Monday to Thursday, to 9pm on Friday, and 7pm on Saturday. A security grill closes off the chemist counter when the pharmacist is not present.

The staff will comprise one full-time pharmacist, Miss Janet Edginton, a part-time pharmacist (21 hours a week) and a locum (7 hours a week). There will be four counter staff, one full time and three part-time.

Keith Jenkins bows out for no 8

A Norfolk pharmacy with a long and sometimes colourful history is about to change proprietors for only the eighth time since it was opened up by Henry Nash in Burnham Market in 1835. The present owner, Keith Jenkins, is to retire at the end of March. Mrs A.M. Hill will take over the ownership of "The Pharmacy" on April 2.

The premises are nearly 300 years old

and situated in the Market Square. The centre of the town is a conservation area and the pharmacy and house are listed premises. "It is very heartening to know that in spite of changing circumstances the continuity of this historic pharmacy will be assured for many years yet," says Mr Jenkins.

Almost 150 years ago Henry Nash set up as a chemist and druggist. Mr Jenkins says it was one of Mr Nash's assistants who was responsible for the supply of arsenic to the Burnham murderers.

The prescription books date back to the early 1860s, the time of the second chemist and druggist Mr Spencer, says Mr Jenkins. "My predecessor, Mr Gilbert White, FPS, and his father owned the business for 68 years."

Mr Jenkins moved to Burnham Market in 1975 having previously run his own pharmacy in Bovingdon,

Hertfordshire for 23 years. Mr Jenkins has been interested in agricultural and veterinary pharmacy for many years and was on the Society's veterinary sub-committee before being elected to Council in 1964. He is a member of the Rural Pharmacists Association.



Door knocker of the original chemist and druggist, Henry Nash (circa 1830-35)



Swiss' pharmacist gets CPP award

Miss C.C. McCreedy, MPS, has received the 1983 College of Pharmacy Practice Glyn Jones award for an investigation into an aspect of community pharmacy. She is currently employed as a community pharmacist in Switzerland and will be studying a number of aspects of practice and their relevance to community pharmacy in Great Britain, including the system of payment for medicines and the arrangements for their supply by pharmacists.



Geoffrey Fanshawe, who has represented Phillips Yeast Products to retail pharmacists since 1946, retires from the company at the end of this month. Initial retirement plans include a visit to his brother in Australia.

Deaths

Hannawin: Recently, Mr John James Hannawin, RD, aged 83. Mr Hannawin, who registered in 1926, was the last Registered Druggist of Northern Ireland. Registered Druggists were carried over from the Dublin register (of the Pharmaceutical Society of Ireland) when the Pharmaceutical Society of Northern Ireland was formed in 1925. No examination was involved for the transfer and Registered Druggists were barred from dispensing in 1948 when the National Health Service was established. However, the register has been maintained to the present day, in accordance with the 1925 Act.

Clark: On February 8, Mr Frank Clark, MPS, who was owner-manager of H.M. Hirst Ltd, Scarborough. Mr Clark qualified in 1946 at Bradford University. He was chairman of Scarborough Branch of the Pharmaceutical Society and chairman of the local branch of the National Pharmaceutical Association.

Powell: Suddenly, Mr George Powell, aged 61. Mr Powell was senior UK sales executive with Laughton & Sons Ltd, a company he joined in 1957. Mr Powell, who leaves a wife and two daughters, died from a heart attack on February 14.

Fearnley: After a long illness, aged 81, Mr William Fairfax Fearnley, MPS, formerly of Fearnleys Chemists of Otley, West Yorks.

Security

I don't think I have ever heard of a better conceived scheme than that we read of in last week's copy under the title "Prevention et Securite". Over the last three or four years I certainly have had my share of shoplifting, pilferage, leakage, call it what you will, and even went so far as to hire some surveillance equipment, complete with video screen. I'll come back to my experiences with it later, but I am fascinated by the beauty of the Belgian idea.

How I warm to the idea of doing a deal with the caught thief, of whatever age, from 5 years upward, which would mean his giving us name and address, filled in on a form, with details of the nature and value of the theft, sign it knowing it would be filed on a computer, and for which . . . delicious . . . he would cheerfully pay a fee, in return for no legal action being taken. Better still, giving an undertaking not to do it again on pain of it being again recorded on the computer (with another fee) giving concrete evidence for a court should he err for a third time. Such a nice system demands an immediate enablement from Parliament, to alter the present position which, I think, makes us "compounders of a felony" if we try to bend the rules by making the thief pay for the stolen goods?

The trouble is that if we are unlucky enough to catch a shoplifter, they usually scream "I'm taking drugs". This, as everyone knows, affects one's sense of honesty, because one doesn't know what one is doing and is therefore not responsible . . . and gets one off. From the pharmacists' point of view it can be a costly experience. Alternatively, the culprit is under age, with parents who either wring their hands at what their naughty child has been up to, or threaten to beat you up.

I have a friend with a marvellous sense of humour who tells a story (from his recent police days) about a pharmacist. The pharmacist (still active because I have seen his name in the correspondence columns of the trade journals) caught a little old lady walking out of his shop having bought a bottle of shampoo, but also having surreptitiously dropped half a dozen other products into her trolley zip-up bag. He hauled her back into the shop (which happened to be empty), opened her bag to disclose the items. She went into the whimpering act, of "being on drugs for her nerves".

But he wasn't impressed. He said he'd call the police; wailing increased. "Alright . . . pay for them." Reluctantly she brought out a well-filled wallet, and

By Xrayser

so he rang up all the cut-price items . . . at full list price, slung them into her bag, led her to the door which, with old world courtesy, he opened for her. And then as she slunk from the portals he raised his foot and gave her a hard kick up her stern and told her not to come back. I am told the effect was wondrous to behold.

Of course anyone who acts like that ought to be struck off, for not having the correct caring attitude towards the unfortunates who are so weak as to fall into the temptation presented by our so-attractive shops. I don't think I would have the nerve really. But to get back to reality. My installation of video camera and screen was enlightening. There was a lot of interest, and I was surprised at the number of people who noticed it. One or two of them grinned at me, and said "You've had trouble too?" — from which I gathered they had experience of the problem. Others seemed a bit huffy at being mistrusted, while yet others made sort of inquiries about whether the rig was real or just a dummy. Most of them now come into my shop rarely, whereas before I counted them as regulars. I think too my net profit has risen about 1 per cent, which must mean something. It has paid the rental anyway, and left a profit. Or rather, diminished a loss!

Even so, I guess it's a never-ending battle. But the scheme *has* to be tried here . . . and soon . . . don't you think?

Promotions

I view with dismay a good number of the junketings arranged for doctors by the drug manufacturers. I can well understand the need for firms to put their product before the doctor, and feel it is entirely proper for them to try to make their mark. In days gone by (not all that long ago) the medical rep of high calibre, usually well qualified, could be expected to gain the respect and the ear of the GP or consultant.

But the nature of medical practice is such that the only way now seems to be by providing incentives of various sorts. Like the "trials" at £5 per patient, or expensive meals, or in the case of the dispensing practice, a liberal dollop of samples.

And to be fair the same thing applies to us in our dealings with firms who have goods to promote, for incentives are the basis of business. Yet I am not surprised to learn some medics feel extremely uncomfortable since for them it is not primarily a matter of business, but of being invited to learn about new products, in the course of which they find themselves under a form of obligation to prescribe. For their comfort though, if they don't like it, they could always say "No". I do.

J&J Reach for toothbrush sales

Johnson & Johnson are expanding into the dental health care market with the introduction of the Reach range of professional toothbrushes.

Already available in 32 countries the toothbrush, says J&J, is the brand leader in USA, Canada, Australia, Ireland and Hong Kong.

Product features include a concentrated filament head, long soft outer filaments and shorter firm inner filaments together with an angled, extended neck and a multi-grip handle.

Professional brushes now account for 36 per cent of the total toothbrush sales, say J&J, who will be supporting the Reach launch with a £1m advertising campaign using the women's Press, television and a support programme for the dental profession.

There are four individual brushes — two with a choice of soft or medium filaments — and each comes in blue, green, yellow and red.

The compact head brush has five rows of bi-level soft or medium filaments for adults who prefer a smaller size head; for those preferring a traditional size head there is the long head with four rows of bi-level soft or medium filaments. The child brush also has four rows of bi-level filaments and the infant brush three rows of mono-level filaments. Both brushes have a laid back head and are only available with soft filaments.

Reach comes packaged in black cartons supplied in one dozen cellophane wrapped trays for display. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks.*

Pond's campaign

Chesebrough-Pond's are backing their Pond's cold cream with an advertising campaign worth £750,000.

A commercial will run on breakfast television from March 7 with ten spots a week for five months.

There will also be full page colour advertisements in the women's Press from March until November. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berkshire.*

Coupon offer by Macdonald's

Macdonald's are running a coupon offer on their cotton wool range enabling the stockist to obtain free Snobuds.

There will be one coupon in every case of Macdonald's cotton wool and the chemist can get a free case of 12 tubs of Snodrops when he has collected six coupons, which are redeemable through Wellcome consumer representatives.

A starter coupon will be included with the mailing introducing the offer to the stockist. The offer runs from April until stocks last and is available in the UK only. Coupons can be redeemed until September 30. *Wellcome Foundation Ltd, The Crewe Hall, Crewe, Cheshire.*

Spring offers by May and Baker

Discounts of 20 per cent will be offered on Anthisan, Anthical and Avomine during March and April when ordered by direct transfer through May & Baker's new OTC

sales force (see *Business News*). More promotions will follow during the Spring and Autumn with product relaunches. M&B say that the products will be backed up with advertisements and promotional leaflets, aimed at holiday makers, in 5 million travel ticket wallets. A poster, window showcard and counter display unit will be available as POS material. *May & Baker Ltd, Dagenham, Essex.*

Floral theme for Nair relaunch

Carter-Wallace are relaunching Nair hair remover with a new fragrance and new packaging. Nair now has a floral rose fragrance and contains more baby oil. Packs will be flashed "Great new fragrance" and an introductory double sachet offer will run from March.

Packaging is now pink with petal style graphics and an updated logo, giving a more "cosmetic" image.

Carter-Wallace are backing Nair with a £150,000 advertising campaign to run throughout the Summer in major women's Press. *Carter-Wallace Ltd, Wear Bay Road, Folkestone, Kent.*

Double edge by Bic

Biro Bic have introduced a pack of fine double edge stainless steel blades (£0.60). There will be no great marketing effort behind the launch, says the company, as this is a shrinking market. Packaging is in the familiar yellow and black colours. *Biro Bic Ltd, Whitby Avenue, Park Royal, London NW10 7SG.*



Mother's Day (March 13) is traditionally a peak time for sales of Oil of Ulay and this year there are special "crown" packs available with a butterfly design. To support the brand, Richardson-Vicks are investing a £1¼m in an advertising burst in the weeks preceding Mother's Day. *Richardson-Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW*

In the All Clear

Elida Gibbs are running an All Clear banded pack promotion for independent chemists. From March the large and economy sizes will be sold with a free pack of standard or large SR or Signal toothpaste. The economy size banded packs will be available in outers of six, and the large size packs in outers of 12. Each box will hold 50 per cent SR and 50 per cent Signal toothpastes. *Elida Gibbs Ltd, Hesketh House, Portman Square, London W1A 1DY.*

'Le Voyageur' pack by Worth

A Monsieur Worth "Le voyageur" travel pack comprising three 10z atomizers containing cologne, aftershave and deodorant is on offer to retailers for £3.95 — a saving of £2.55. A showcard is available promoting the special price. Availability is limited while special stocks last.

Worth Perfumes have also introduced a new plastic bottle to be used for selected items in the Monsieur Worth range of men's fragrances. Aftershave and toilet water will both be available in the new 4 oz bottles. *Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4 3RG.*

Lovmi value at less than £1 is unbeatable.



Introducing Lovmi. The all-in-one disposable nappy that's already proved itself to be a winner. The nappy that was launched through a controlled number of outlets, and was greeted with immediate, uncontrolled enthusiasm!

Each Lovmi nappy costs the customer less than 10p, yet offers all the qualities of a more expensive disposable. There are 2 sizes to choose from - 'up to 20-lbs' (in 12's), and '20 lbs and over' (in 10's) - both in plastic packs.

Can you afford not to order Lovmi - the fastest growing brand in your fastest growing product area?

LOVMI

THE ALL-IN-ONE DISPOSABLE NAPPY

For further information please contact:

Peaudouce (UK) Ltd., Lockfield Ave., Brimsdown, Enfield, Middx. EN3 7PX. Telephone: 01-805 8141

Mum gets a new 'look'

A new pack design, new sizing and a new price structure are being introduced for Mum anti-perspirant roll-on. While retaining the familiar bottle shape, Mum now has an updated look "to gain even greater consumer appeal".

The 30ml pack is being superseded by a 40ml size. While this is a 33 per cent volume increase the accompanying price increase for Mum is less than five per cent "dramatically increasing its competitive position", say Bristol-Myers. Four variants are available: light pink, unscented, cool blue and soft green. Prices will be approximately £0.66 for the roll-on and £0.55 for the refill.

The deodorant anti-perspirant market is currently worth £60m, says the company. Of this, the roll-on sector accounts for 48 per cent and Mum has a 22 per cent volume share. *Bristol-Myers Co Ltd, Station Road, Langley, Slough SL3 6EB.*

£1½m advertising push for Triadol

Sterling Health are to spend £1½m on a Press and television advertising campaign following the launch of Triadol. Advertising in daily and Sunday national papers will be followed up later in the year by television spots. A range of sales aids and display materials are available including leaflet displays, Perspex counter units and shelf reservoirs.

Sterling are promoting the 100ml packs of Triadol suspension (£4.50) containing benorylate for the relief of muscular aches and pains and aiming it specifically at "sufferers who experience either occasional or recurring pain yet who decide not to consult a doctor." The dose is 5ml twelve hourly so the plastic bottle contains 10 days supply at a cost of £0.45 a day. *Sterling Health, Sterling Winthrop House, Surbiton, Surrey.*

Tudor battery, frame and album activity

Tudor are currently offering a triple bonus on the zinc carbon batteries range. Dealers can choose between a discount off the net price, free Tudor products or personal gifts. The value of the bonus



they say, is commensurate with the value of the order.

The company is also currently supporting their Disc processing service with a pocket album, supplied free of charge with all finished orders and have launched a new range of wooden photo frames. The Tudor teak finish frames, available in 5 × 7in, 8 × 8in and 8 × 10in sizes are supplied with gilt edged mounts for smaller photographs, making each frame suitable for two print sizes and thus reducing the dealers stockholding requirements. The recently launched Ramin pine look frames are available in seven sizes from 3½ × 5in, to 11 × 14in. Tudor will accept low quantity mixed orders including both the teak and the pine look frames. *Tudor Photographic Group, 30 Oxgate Lane Industrial Estate, London NW2 7HU.*

Bioscal move

From March 1 all orders for the Bioscal haircare range should go to Pharmagen who will then be responsible for distribution. *Pharmagen Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Wipers on the box

Maws Wipers are to be supported by a £¼ million advertising and promotion spend throughout the year. Television advertising will run in all regions except Westward, Border, Anglia, Ulster, Eire and the Channel Islands for 15 weeks until August 7 and will also feature in the specialist baby Press and baby annuals. *Ashe Laboratories, Ashetree Works, Kingston Road, Leatherhead, Surrey.*

Savlon samples and price promotions

Care Laboratories have added a new sample size to the Savlon range. A 5g sachet of Savlon babycream will be distributed to all new mothers during the year. In addition, for every four dozen baby care products purchased by the retailer the company will supply one free box of 50 sachets.

The company is also supplying 150g baby care soap with a pricing circle enabling retailers to promote the soap at negotiated price. This is a continuation of the offer which ran in November and December last year. Further, retailers will be able to offer two 100g baby care soap in a banded pack for £0.42. This offer is available while stocks last. *Care Laboratories Ltd, Badminton Court, Amersham, Bucks.*

Additive available for processing kit

Photocolour's chrome-six print additive has been developed for use with the chrome six colour slide processing kit (100ml, £3.75). It enables the kit to be used not only for processing E6 compatible films, but also to process prints on Kodak Ektachrome 14 reversal paper.

A 5ml measure of the additive is used for each 100ml of colour developer and this makes sufficient developer to process a 10 by 8in colour print. It is supplied with an instruction leaflet. *Photo Technology Ltd, 9 Crauborne Industrial Estate, Potters Bar, Herts.*

FOUR HEADS ARE BETTER THAN ONE

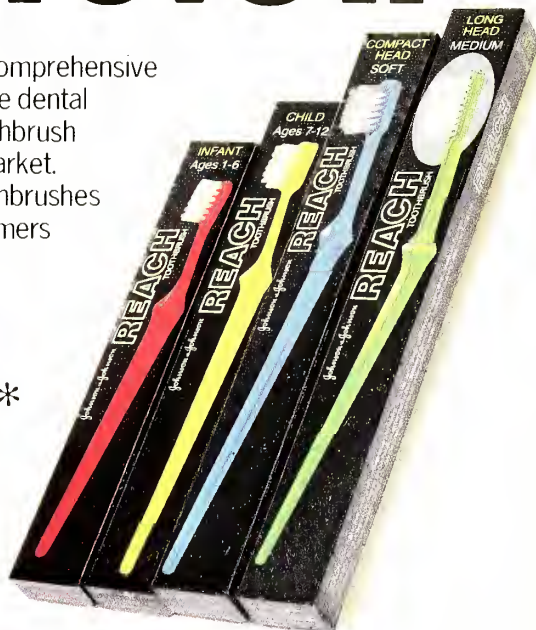


And we're spending £1 million to prove it

This year unprecedented T.V. support, magazine advertising and a comprehensive campaign from the Johnson & Johnson Dental Care Division, aimed at the dental profession, will launch REACH* into the rapidly growing professional toothbrush sector. In fact this is the largest campaign ever seen in the toothbrush market.

Designed by a dental team the unique family range of REACH* toothbrushes comes in Compact Head, Long Head, Child and Infant to give your customers the best treatment and you a head start with your sales.

NEW *Johnson & Johnson*
REACH*
TOOTHBRUSH



Healthy wealthy & why's

Why Benylin?

Because. Benylin^{*} is the most tried and trusted cough product of all. You know it makes a good recommendation. Your customers ask for it by name, because they're convinced of its effectiveness in coping with most kinds of coughs.

Why Benylin?

Because. There's now a formulation of Benylin for every customer and most types of cough. Joining the very successful Benylin Expectorant, there's the popular Fortified Linctus and Paediatric, and now new Benylin Mentholated for nasal congestion.

Why Benylin?

Because. You know Benylin as your prime profit winner. With every product in the range working hard for you, you'll find more than ever that stocking and displaying Benylin is the wisest move you can make.

Further information and data sheets are available on request.

PARKE-DAVIS

part of the Warner-Lambert Group

Usk Road, Pontypool, Gwent NP4 0YH.

**WARNER
LAMBERT**

* Trade mark RB2249

Benylin range: Expectorant: Diphenhydramine HCl BP 14mg, Ammonium Chloride Ph Eur 135mg, Sodium Citrate Ph Eur 57mg, Menthol BP 1mg. Fortified: Diphenhydramine HCl BP 14mg, Dextromethorphan HBr Ph Eur 6.5mg and Sodium Citrate Ph Eur 57mg, Menthol BP 1mg. Paediatric: Diphenhydramine HCl BP 7mg, Sodium Citrate Ph Eur 28.5mg, Menthol BP 0.55mg. Mentholated: Diphenhydramine HCl BP 14mg, Dextromethorphan HBr Ph Eur 6.5mg, Pseudoephedrine HCl BP 22.5mg, Menthol BP 1.75mg.



Benylin

YOUR TOP PROFIT WINNER

Optimistic survey from Silver Book

"If not rose, things have a distinctly pinker tinge to them than they did a year ago," says the latest Silver Book survey of the toiletry and cosmetics market.

Reviewing the twelve months to June 1982, the report finds that the problem of destocking which inhibited demand in the previous two years is almost over and stock-building should take place to put some buoyancy into sales.

Sales of cosmetics and toiletries in the period rose by 8.6 per cent over the corresponding year-ago period to £647.5m. With prices up by 8 per cent demand in real terms saw a 0.6 per cent increase. Although small this is the first recorded increase since June 1979.

Inflation was steady in the first seven months of the review period averaging 11.6 per cent. Then in February 1982 it started to fall until June when it stood at 9.2 per cent. By the end of 1982 it was down to 5.4 per cent.

The wholesale price index shows similar figures and, influenced by these, the manufacturers determined their pricing policies. Whereas in 1981 average price rises stood at 17 per cent, in 1982 they were down to 9.5 per cent.

Consumer expenditure was at the same level as in the year ago-period but retail sales were 8.3 per cent higher — but if revalued at 1978 prices, the increase is only one per cent.

Of the seven product categories (skincare, men's products, makeup items, hair preparations, fragrances, dental products and other products) only two showed a money volume increase (skincare + 15, other products + 18.4) although declines in three others were very marginal (men's products - 0.1, makeup items - 0.5 and hair preparations - 0.6).

The report points out that compared with demand levels in the twelve month period to June 1978 only four product categories achieved a higher sales level in real terms. The category that performed the best was the smallest — depilatories. The others in order of importance were denture products, deodorants, and skincare.

Expenditure on advertising in the twelve month period to June 1982 stood at £82m, 25.8 per cent higher than in the same period in 1981.

Looking to the future the report notes that retail sales in the final quarter of 1982 were "exceptionally buoyant" being over 5 per cent up on the year ago period in volume terms. This is the best increase since the second quarter of 1979, says the

report.

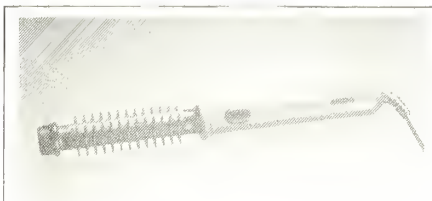
"There is a good chance that the decline in cosmetic and toiletry sales, in real terms, which have persisted since 1979, will be arrested; there is a fair chance that there will be a small increase".

Election activity

On the political front the Government must go to the country by May next year and, the report predicts, there is likely to be an easing of strictures which will put "more spending power in the purses of the people".

Inflation, they predict, is likely to average 6.6 per cent in 1983 and there are indications that the March budget will provide tax and other reliefs.

The report concludes: "The probable easing of tax and the lower level of interest rates are likely to see more money in circulation. Retailers are optimistic for 1983 . . . there is nothing like confidence to start a revival." *"The Silver Book — a review of the cosmetics and toiletry preparations market. June 1982."* John Hogston Associates Ltd, 23 Golden Square, London W1.



The Krups Quick Chic S, smart hotbrush in red and black has a quick-release roller and swivel flex coupling which rotates to avoid tangling the flex. It works on 100V to 240V supplies and carries a one year guarantee. Krups (UK) Ltd, West Thurrock, Grays, Essex RM16 1XD

Goya talc offer

Goya are offering a 50g Cedarwood talcum powder free with every purchase of a Cedarwood bodyspray or body shampoo. A merchandising unit, holding one dozen of either the bodyspray or body shampoo and twelve 50g tales is available, and will be flashed "Free 50g talc with every body shampoo/body spray while stocks last." *Goya International, Budninton Court, Amersham, Bucks.*

Scott's 220ml

A 220ml size bottle of Scott's emulsion replaces the 225ml size and is available six to a case. *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex.*

Duo packs of Skin Life cream

From April 1 while stocks last, Skin Life cream will be presented in duo packs containing a 30ml jar and a 15ml jar for the price of the 30ml jar (£11.50). If after using the cream from the smaller of the two jars for 21 days the customer is not satisfied with the results, Rubinstein will refund the £11.50 when the 30ml jar is returned with the seal intact. Inside the carton for the 30ml jar Rubinstein have also included a £2 voucher redeemable against any standard size Skin Life treatment purchased before June 30.

Skin Life emulsion is available in a 30ml limited edition (£4.95) from April 25. This pack also contains a £2 voucher, redeemable against any standard size Skin Life treatment purchase made before June 30. *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey.*

Mendle brochure

Mendle Brothers have produced a new, full-colour brochure showing the complete Embee range of plastic products. *Mendle Brothers Ltd, Pontygwaith, Ferndale, Rhondda, mid-Glamorgan CF43 3EW.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
La Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is

Bt Breakfast Television

All Clear shampoo:	All areas
Anadin:	All areas
Biactol:	All except B,U
Bic razors:	Ln,M,Lc,Y,NE
Cidal soap:	Bt
Clearasil cleansing lotion:	All except U,G,B,We
Cyclax Moistura:	All areas
Delrosa health drink:	All except U,CI,E
Hedex:	All except U,E
Hermesetas:	Ln,Lc,Sc,So,A
Infasoft:	Lc
Maws Wipers:	Ln,M,Lc,Y,Sc,WW,So,NE,U
Metamucil:	M,Y,NE
Oil of Ulay:	All except Sc,U,E,CI
Oral B:	Ln,M
Paddi Cosifits:	All areas
Pampers disposable nappies:	All areas
Peaouce disposable nappies:	All areas
Sanatogen multivitamins:	All areas
Simple skin care range:	Ln,M, inc. Bt
Sunsilk shampoo:	All areas
Thick Parazone:	All areas

TV support for Unichem range

Unichem are launching a range of seven own label incontinence products in mid-March and will promote the service thus available through pharmacist stockists by means of a six-week television campaign and full page advertisements in selected women's Press.

Confidentiality and discretion will be the key to the chemists' service, and the theme of a £250,000 advertising campaign to gain the range a share of a market, said to have between 2 and 3 million users. Leaflets explaining incontinence problems and listing the products will be displayed in the shops, together with order forms that can be handed to the sales assistant.

This is the first time incontinence products have been advertised on television. The 30-second commercial will be shown mid-afternoon (before children return from school) and is expected to be watched by the elderly and their children. It will be shown in all regions except Ulster beginning in May. The magazines to be used are *Lady*, *My Weekly*, *Townswoman*, *Home and Country* and *Choice*.

The television advertisement features a sympathetic sales adviser talking about



the problems of incontinence and the distress it can cause. She then shows a leaflet with order form and explains the confidential hygiene service offered by independent chemists. The closing shot is of the "Confidential Hygiene Service" window sticker, which will be given to all stockists.

Unichem say the products in the range are of the highest quality and include three types of pads, two kinds of pants, mattress cover and draw sheets. The pads are packaged in discreet plastic carrier bags which are either plain or just show the Unichem symbol on one side.

The range comprises lightweight pants for insert pads (£3.30), packs of 24 pads (£2.20), stretch pants (3s, £1.35), plastic backed pads (£2.75), plastic backed bed pads (£2.48), plastic draw sheets (£1.11) and a mattress cover (£1.25). A plastic urinal (£1.90) and bed pan (£9.40) is also

available.

Managing director, Peter Dodd said: "We feel our members will be providing the community with a really valuable service . . . Incontinence problems ought to be part of the professional service a pharmacist can offer and our member pharmacists are willing to discuss virtually any complaint." *Unichem Ltd, Crown House, London Road, Morden, Surrey.*

Unichem waterproof backed incontinence pads are to be used with Unichem incontinence stretch pants



PRESCRIPTION SPECIALITIES

Revised ACBS list

A revised list of borderline substances has been issued by the Advisory Committee. New products included in the list for the first time are Delial 10, Roc total sunblock cream 10, and Spectraban 4,15 for protection of the skin from UV radiation in photodermatoses; Calogen for renal failure and conditions requiring a high energy, low fluid and electrolyte diet; Dermacolour camouflage cream; Nutranel for intractable malabsorption; Maxamaid XP for phenylketonuria; and Maxipro HBV as a supplement for short bowel syndrome and in malabsorption.

The recommendations for a number of products have been increased. The new list is cross indexed listing clinical conditions and the products the ACBS has approved for the management of the conditions.

New ostomy range

Skintone, a skin-coloured ostomy bag, has been introduced by Downs Surgical. Made of odourproof, skin-coloured material with the minimum of rustle, Skintone ostomy bags are available closed or drainable and incorporate a skin-friendly microporous adhesive. All

models are also available with an extra soft comfort barrier on the body side of the bag, the company says. Additional protection for sensitive skins is given by Skinseal rings, which are optional on open bags.

There are six models in the range: Skintone closed (30, £29); Skintone Softee closed, with comfort barrier (30, £29.30); Skintone drainable (20, £25.50); Skintone Softee drainable, with comfort barrier (20, £25.70); Skintone Plus drainable, with Skinseal ring (20, £29.30); and Skintone Softee Plus, drainable with Skinseal ring and comfort barrier (20, £29.50).

Skintone closed bags are available in four hole sizes: 32mm (1 1/4 in), 38mm (1 1/2 in), 44mm (1 3/4 in) and 51mm (2 in). Skintone drainable bags also have four hole sizes: 25mm (1 in), 32mm (1 1/4 in), 38mm (1 1/2 in), 44mm (1 3/4 in). There are two hole size for Skintone Plus: 32mm (1 1/4 in) and 38mm (1 1/2 in). *Downs Surgical plc, Church Path, Mitcham, Surrey CR4 3UE.*

Colour change

Nitoman tablets are now azo-free, and this has resulted in a colour change from pale yellow to pale orange brown. *Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts AL7 3AY.*

Lepetit integration

The carton design of Rifadin, Rifinah, Lurselle and Destolit will change over the first half of 1983 to blue and white. The change follows the integration of Lepetit Pharmaceuticals products into Merrell Pharmaceuticals Ltd. The strength, form and presentation of the products will not change. *Merrell Pharmaceuticals Ltd, Pimbo Road, Skelmersdale, Lancs.*

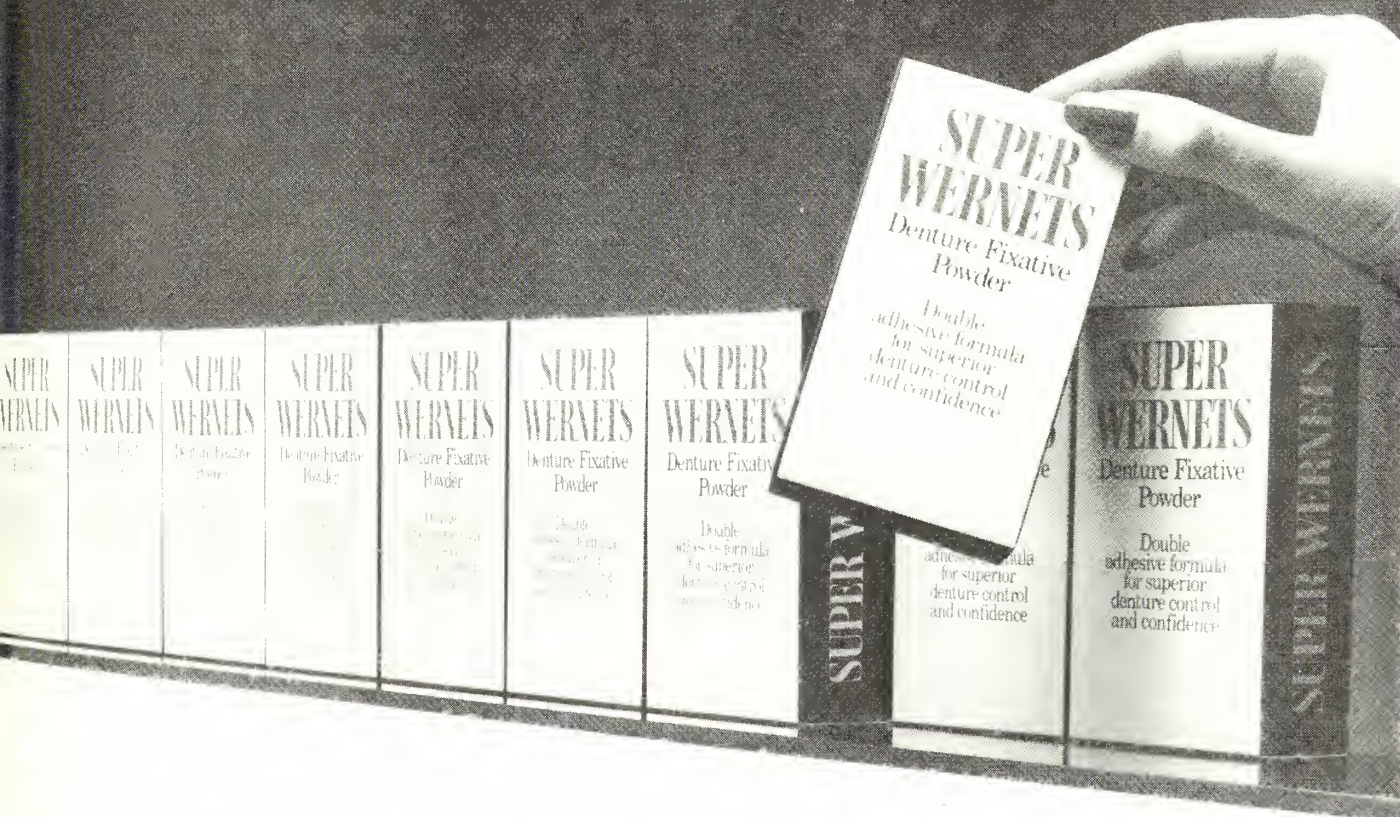
Ceporex repacked

Vial packs of Ceporex capsules and tablets are now being replaced by securitainer packs, and will be phased in as stocks of the glass vial packs are exhausted. Shelf life, storage conditions and prices are unaltered. *Glaxo Laboratories Ltd, Greenford, Middlesex.*

Rauwiloid packs

A new 200-tablet pack of Rauwiloid will replace both the 60 and 500-tablet sizes from March 6. Old packs can be used to satisfy prescription demand until stocks are exhausted. *Riker Laboratories, Morley Street, Loughborough, Leics.*

When it comes to denture fixatives, honesty always pays off.



- 18 million denture wearers in the UK could benefit from using a fixative.
- We can honestly say Super Wernets is the No 1 favourite and more denture wearers than ever are going to be using it.
- Honest and direct advertising means they'll realise Super Wernets is the best remedy for their nitty gritty problems.
- The biggest ever spend from March to November. National press support plus colour pages for optimum impact in leading women's magazines.
- More people using Super Wernets will mean a bigger turnover for you.
- Interested in an honest profit? Then see your Stafford-Miller representative or phone Hatfield 61151 for details of the bonus and special deals on offer.

From Stafford-Miller. The leading name in denture fixatives.

One man's year in cosmetics

Graham Walker, BPharm, MPS, FBIM, a proprietor pharmacist in Spalding, Lincs, with a special interest in cosmetics and fragrances presents his annual stock-take of brand performance and looks forward to 1983.

Well, what did you think of it all? As far as I am concerned 1982 was the most difficult year I have known in the past decade; a view I am sure was shared by the boardrooms of the major companies in the industry. Behind the scenes there has been evidence of major policy revision covering personnel, promotions, advertising and product ranges. Our difficulties were merely reflected a

thousand-fold in the corridors of power within the larger companies.

For once I do not think it would be altogether fair to blame the industry for our problems; indeed most companies seemed to be bending over backwards to help. Some seemed to be trying to achieve profit by cutting back on promotional costs while others, such as Estee Lauder, seemed to be attempting to promote

themselves out of the recession.

But at least this year my impression was that the companies were not attempting to achieve profit at the chemist's expense. Indeed tightened belts in the department store and major multiple sectors did seem to lead to greater emphasis and support for the chemist sector.

Christmas spirit

We had a surprisingly good Christmas, largely because our gambles paid off. We took two major gambles:

1. That the Estee Lauder / Aramis promotional programme which we had been following all year, coupled with the promised Christmas advertising, would produce the sort of turnover we have learned to expect from that company.
2. That we could channel our French fragrance sales into Pierre Balmain's relatively new, very exclusive, Ivoire fragrance and bath range.

On the strength of these gambles we made our investments and, on this occasion, they paid off. As far as our other accounts were concerned, we simply repeated the previous year's orders. In the case of Anais Anais this was grossly inadequate, but with an apparently static market we had to decide what to back and really get behind it. With Estee Lauder we had a blockbuster in November followed by television in December. Aramis had its free umbrella plus television advertising in December. Ivoire had a free gift in November while Revlon had its blockbuster in December. So, we got the support we had been promised.

In my view, too many chemists try to be all things to all men when deciding upon their cosmetic ranges and finish up falling between two stools. They can neither carry the vast stocks of "big brother Boots" up the road nor can they offer the specialised service of the major department store. I am well aware that I have said this before, but more than ever I believe that the chemist should either rationalise his ranges or pull out of the cosmetics and fragrance market. If many chemists were to convert their cosmetics stock into cash, they would earn more profit by investing in a building society.

I realise that I may well be preaching to the converted, but cosmetics and fragrance require capital, space, risk-taking and the inevitable "aggro". To me it seems pointless if the bottom-line of the activity shows no profit and requires a heavy capital investment that could be better utilised elsewhere in the business.

Cool sophistication is the successful image portrayed for the Ivoire fragrance

PERFORMANCE WISE...
 Lotussin gives effective relief for persistent, dry or irritating coughs



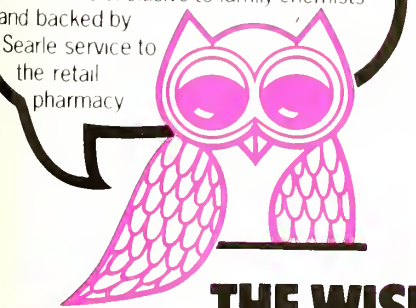
PRICE WISE...
 Lotussin is attractive to the customer at £1.08 per 100 ml pack



PROFIT WISE...
 Lotussin is competitive, especially with Searle's special bonus terms.



PHARMACY WISE...
 Lotussin is exclusive to family chemists and backed by Searle service to the retail pharmacy



Margin analysis

While on the question of bottom line, is it not time to indulge in regular margin analysis, brand by brand? It is not really too difficult — simply take stock on a regular basis, value it at retail on the opening and closing dates of the period you have chosen. Then by taking your sales figure from the till analysis, and your purchases from your VAT register, you can see the gross profit you have actually achieved.

I started this system after an "in depth" investigation by the Inland Revenue arising from a drop in gross profit. We eventually discovered that one major account had achieved 19 per cent gross profit on return instead of the 35.4 per cent which the invoices revealed! Needless to say, we now do margin-analysis on a monthly basis!

Companies in focus

Anyway, enough of my problems! Let's look at the companies, starting with the big ones.

Max Factor: Seem to have carried on their usual policy, promotion after promotion, in the case of my business, meant disappointment after disappointment. Congratulations are due to them for the Colorfast campaigns, although we didn't do too well. Even the Epris advertising started the product moving at last. After a promising start in 1981, the company seemed to forget about its upmarket fragrance, Missoni, in Spalding, and then offered two small promotions. This might have damaged the image of the product, which has tremendous potential. As far as my account is concerned, in spite of the tremendous support Max Factor gave to me in 1981-82 we are left selling Creme Puff refills, Swedish Formula and some Missoni — the rest of the range we could easily forget about. I stick by my view that Factor still does not seem to have defined which sector of the market it wants to operate within. Indeed like many chemists, it seems to be attempting to be all things to all men.

However, perhaps now that Rich Gordinier, president of Max Factor International, is temporarily taking the UK reins, we might see the same degree of

the painful rationalisation that our old friends at Revlon have been experiencing. **Revlon** has been going through a period of rather drastic reorganisation of late (C&D, January 15, p52). During the past year stock holdings have been reduced, as have promotions. The new products and colour statements have been successful for us and we have produced a healthy increase on the year's business. Our old friend Charlie seems to be somewhat on the decline but we have noticed a remarkable upturn in our sales of Intimate, Jontue and Moondrops. The reorganisation is, I believe, designed to improve service to chemist accounts.

I am aware that some of the changes have required a great deal of courage so I wish the company well in its attempts to introduce some rational thinking into cosmetics retailing. Revlon has all the attributes one expects of the largest cosmetic company, but let's hope that it has got it act together properly this time. **Estee Lauder** really showed its marketing skill in 1982 — what a performer! Without doubt the most demanding of taskmasters, this company really makes its accounts fight for their profits, but its aggressive marketing techniques work wonders. There are so many features of Lauder's operation that could well be adopted by other companies that I am continually astonished by their lack of response. For instance, we have a "stock book" that could well be renamed "management control book" and is remarkably comprehensive. It gives stock valuations, sales and purchases records, returns, damages, order values, promotional programme, even a list of head office personnel. The field account management, for which we have to pay, really keeps us on our toes but, boy, does it produce business.

Elizabeth Arden: After years of conservation, Arden is going through the mammoth task of remodelling and relaunching its entire product range. This is always a difficult and delicate exercise to perform but our sales in 1982 seem to suggest that they may well be succeeding. Skin care seems to be reorganised now, 1983 is new make up year, so we look forward to 1984 when all the major changes are over and we can sell products which we know are going to be around for a while.

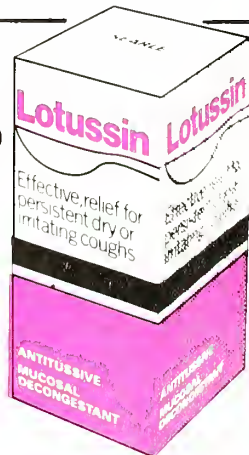
THE WISE CHOICE FOR FAMILY COUGHS

COUNTER PRESCRIBE WITH  CONFIDENCE

Lotussin

SEARLE

Searle Consumer Products Division of G.D. Searle & Co Ltd PO Box 53 Lane End Road High Wycombe Bucks HP12 4HL Lotussin and Searle are registered trade marks



Cosmetics

Continued from previous page

The fragrance side is, I understand, going to benefit from a £300,000 investment in Chloe which will give Arden a main line fragrance in the same sector of the market as its other products. Dear old Blue Grass soldiers on, perhaps in need of a little rationalisation, but not of much change. Arden remains an account to stick with and develop. I believe it has the potential to dominate the upper middle sector of the market.

Lancôme: In spite of our mutual efforts, we have been unable to achieve a level of turnover that will satisfy our stock investment of £1,500-£2,000 (at cost). Regrettably, we have mutually decided that the time has come to part company, which is an appropriate stage to mention the costs of servicing cosmetic accounts. The major cost is, of course, the representative. From information I have gathered, it would seem that it costs between £50 and £75 for a cosmetics representative to make a call. If he calls every eight weeks, the servicing cost is between £300 and £450 per annum. Add on the costs of merchandising, testers, etc, and it becomes easy to see how a company needs a minimum turnover of £2,000 in order to break even. While not necessarily accepting this argument, nevertheless it is the prevailing philosophy in the cosmetics industry at the moment, so beware!

If you follow my earlier advice and rationalise into significantly fewer accounts you will achieve increased individual turnovers and avoid the January "chop". The industry is adopting a ruthless approach to closing accounts, and so must you before it is too late — and the "chopper" descends upon you. I can't stress this point too strongly as an account closure can prove to be a very expensive affair — my Lancôme demise will probably cost me £400 — but it's worthwhile since we were only achieving a stockturn of one!

In terms of successes there have been two notable exceptions. Cacharel, with Anais Anais, really don't seem able to put a foot wrong in spite of having a brand



name that virtually no-one can understand or pronounce. At Christmas all we had left was one bath gel! Still, the success was well deserved with superb marketing, packaging and a price structure absolutely right for the recession-hit UK market.

French fragrance

This deserves an article on its own, if only because of the enormous share of our capital it involves. In general terms, my impression is that most of the brands retailing in excess of £10 are having a particularly hard time at the moment. Prices seem to have risen to meet declining sales which has produced a further decline in sales: a vicious circle! The only problem is that we stockists seem to be left holding the end of the stick. The companies seem to be leaving us totally alone and few seem to want to know about the dead stock in the perfumery cabinets. It's even difficult to sell off at half price.

An even greater surprise was the total sell out of Cardin's Choc. When Shulton lost Nina Ricci, I was not alone in thinking this might be the end of the fine fragrance division, but along came Choc — and proved an outstanding success. Its price structure was very similar to Anais Anais, so I think there is a lesson to be learned by other companies.

For me, the men's market was dominated by Aramis, who for the first time took television advertising, gave us a proper promotion (the Aramis umbrella) and the marketing support we expect from a company in the Estee Lauder

group. At Christmas it was chased home by Paco Rabanne and the new Quorum, followed by Givenchy Gentlemen. A surprise was the amount of Noir we sold. The bottom end of the market has almost disappeared to Woolworth's and Boots and I have to agree with Xrayer's recent comments about Faberge's Turbo — it was a dead loss for me too! I notice that last year I said that time was running short for the old French favourites: this year has confirmed my view! Products like Lanvin for Men, Monsieur Lanvin, Equipage, Monsieur Rochas, etc, just do not turn over fast enough to justify their space — and I don't believe that we can allow sentiment to dominate our decisions for much longer.

For the chemist sector, the future in cosmetics looks relatively bright. All the indicators suggest that Boots and the department stores are not likely to pose the threat which they have in the past as a result of tightened budgets. This means that the independent chemist sector could become more important as a channel of distribution, provided we are ready and able to take advantage of the situation.

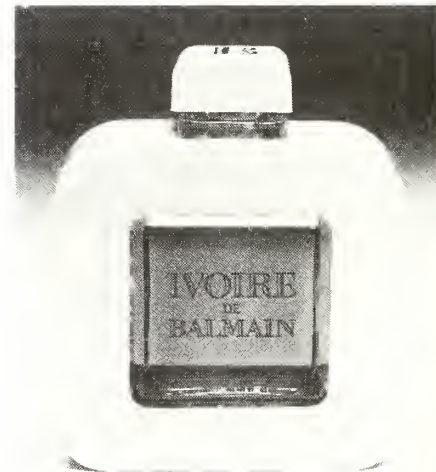
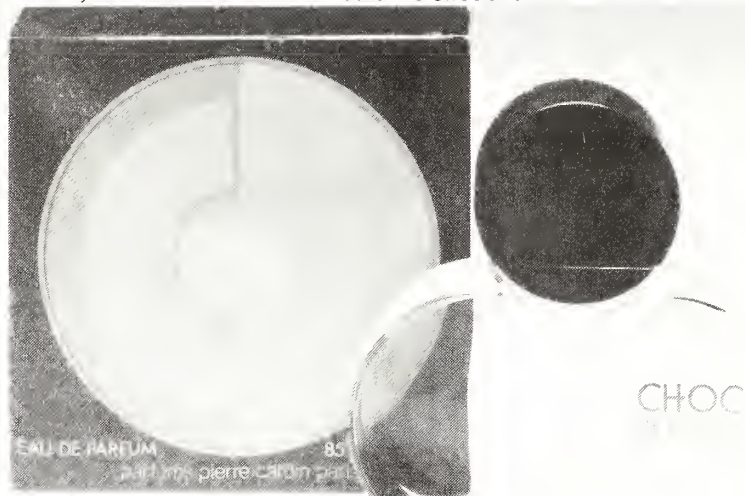
We must, as a priority, rationalise the brands we stock and support them effectively. We must manage our businesses efficiently. And we must eliminate guesswork, not perpetrate it. We must have staff trained as experts in skin care and make-up.

If we follow all these directions then I believe we must have a more prosperous 1983. Professional, positive thinking is the name of the game!

Graham Walker served his "apprenticeship" in cosmetics and fragrances with Scunthorpe Co-operative Society where, after branch management, he became personal assistant to the chief executive.

He bought his "secondary-sited" pharmacy in Spalding in 1970 and after 10 years had increased turnover by 700 per cent with cosmetics and fragrances accounting for 50 per cent of retail sales. Since writing regularly on the subject he has been consulted both formally and informally by top management in the cosmetic industry.

Two of the year's success stories — Cardin's Choc and Revlon's Ivoire



Get on the up and up with Tubigrip.

Things are really looking up!
Because now Tubigrip – for
years Britain's foremost support
bandage – goes retail.

Over the counter at chemists
everywhere.

It's supported by one of the
bounciest launches you've seen in
years.

With every aspect of the campaign calculated to put
Tubigrip uppermost in the consumer's mind.

There's a smart new retail pack, an eye-
catching new dispenser and full supporting
point-of-sale material.

Powerful advertising in the national press.

PLUS a memorable live action TV
campaign.* (Look out for the Tubigrip trampo-
linist and join him on the up and up.)

The new 1m and 1/2m packs are available now.
So stock up – and join us on the up and up.

*initially in the Granada region (equivalent to £600,000 nationally)



Seton®

THE 'TUBIGRIP' PEOPLE

Seton Products Limited, Tubiton House,
Oldham OLI 3HS Tel 061-652 2222 Telex 669956

Be competitive Be unbeatable



Profit On Cost 20%

A Conditioner
12 x 200ml
B Shampoo
12 x 200ml

Vestric

A Sell at £1.09
Offer Price £9.51

B Sell at £1.04
Offer Price £9.00

VANTAGE

A Sell at £1.05
Offer Price £9.09

B Sell at £0.99
Offer Price £8.58



Profit On Cost 20%

12 x Lge

Vestric

Sell at £0.70
Offer Price £6.12

VANTAGE

Sell at £0.67
Offer Price £5.85



Profit On Cost 17.65%

A 18 x Maxi
B 3 x Maxi

Vestric

A Sell at £1.80
Offer Price £27.54

B Sell at £7.84
Offer Price £19.98

VANTAGE

A Sell at £1.70
Offer Price £26.01

B Sell at £7.48
Offer Price £19.08



AVAILABLE ONLY TO VANTAGE MEMBERS

VANTAGE

Sell at £0.59
Offer Price £11.40



Profit On Cost 20%

24 x 10

Vestric

Sell at £0.55
Offer Price £9.48

VANTAGE

Sell at £0.51
Offer Price £8.94



Profit On Cost 20%

12 x 40ml

Vestric

Sell at £0.52
Offer Price £4.56

VANTAGE

Sell at £0.59
Offer Price £4.38



Vestric

Sell at £0.60
Offer Price £6.00

Vestric

Sell at £0.36
Offer Price £3.60

Product	Size/Pack	Normal Price	RSP	Vestric Price	RSP	Vantage Price	RSP	Pro Co
ALL CLEAR SHAMPOO + Free standard size SR/Signal Toothpaste Dry, Greasy, Normal	12 x 150ml	-	1 13	6 18	71	5 94	68	2
CAMAY SOAP Single Twin	48 x Fam 36 x Bath	- -	- -	9 96 12 42	27 46	- 11 97	- 44	1 1
FAIRY TOILET SOAP Single Twin	48 x Fam 36 x Twin	- -	- -	9 60 11 52	27 42	- -	- -	1 1
ZEST SOAP Single Twin	48 x Fam 36 x Bath	- -	- -	11 64 13 86	32 51	- -	- -	1 1
COLGATE MFP FLUORIDE Regular, Blue Minty Gel Regular, Blue Minty Gel Regular, Blue Minty Gel Regular, Blue Minty Gel	48 x Std 48 x Lge 36 x Ex Lge 24 x Fam	- - - -	- - - -	8 64 12 60 13 14 10 80	25 36 50 62	8 28 12 00 12 51 10 32	24 35 48 59	2 2 2 2
GILLETTE GII CARTRIDGES 20 x 5 20 x 10	20 x 5 20 x 10	- -	- -	14 47 26 03	1 00 1 80	13 94 25 08	96 1 73	2 2
KLEENEX FOR MEN	24 x 100	12 90	-	10 66	60	10 27	58	1
MUM ROLLETTE Blue, Green, Pink, Unperfumed REFILL Blue, Green, Pink, Unperfumed	12 x 40ml 12 x 40ml	5 15 4 32	- -	4 56 3 84	52 44	4 38 3 69	59 42	2 2
PAMPERS ALL-IN-ONE NAPPIES 12 x Mini 12 x Norm 12 x Sup 18 x S/Plus 18 x Maxi 3 x Maxi	12 x Mini 12 x Norm 12 x Sup 18 x S/Plus 18 x Maxi 3 x Maxi	- - - - - -	- - - - - -	26 10 31 56 29 04 25 74 27 54 19 98	2 56 3 09 2 85 1 68 1 80 7 84	25 20 30 42 28 02 24 84 26 01 19 08	2 47 2 98 2 75 1 62 1 70 7 48	1 1 1 1 1 1
CARRY CARTON								

with Vestric

with VANTAGE

 <p>Profit On Cost 165%</p> <p>48 x Lge</p> <p>Vestric Sell at £0.36 Offer Price £12.60</p> <p>VANTAGE Sell at £0.35 Offer Price £12.00</p>	 <p>Profit On Cost 20%</p> <p>12 x 150ml</p> <p>Vestric Sell at £0.71 Offer Price £6.18</p> <p>VANTAGE Sell at £0.68 Offer Price £5.94</p>	 <p>Profit On Cost 20%</p> <p>20 x 5</p> <p>Vestric Sell at £1.00 Offer Price £14.47</p> <p>VANTAGE Sell at £0.96 Offer Price £13.94</p>
 <p>Profit On Cost 20%</p> <p>36 x Bath</p> <p>Vestric Sell at £0.46 Offer Price £12.42</p> <p>VANTAGE Sell at £0.44 Offer Price £11.97</p>	 <p>Profit On Cost 25%</p> <p>3</p> <p>Vestric Sell at £1.45 Offer Price £3.03</p> <p>VANTAGE Sell at £1.39 Offer Price £2.895</p>	 <p>AVAILABLE ONLY TO VANTAGE MEMBERS</p> <p>VANTAGE Sell at £0.71 Offer Price £5.94</p>

	Size/Pack	Normal Price	RSP	Vestric Price	RSP	Vantage Price	RSP	Profit on Cost
ADS								
lar	24 x 10	10 33	-	8 46	49	8 10	47	20%
r	24 x 10	11 465	-	9 48	55	8 94	51	20%
r Plus	24 x 10	12 605	-	10 44	60	9 96	57	20%
LOUR (All Colours)	3	3 52	1 95	3 03	1 45	2 895	1 39	25%
T (All Colours)	3	3 52	1 95	3 03	1 45	2 895	1 39	25%
ONDE (All Colours)	3	3 52	1 95	3 03	1 45	2 895	1 39	25%
R	3	3 52	1 95	3 03	1 45	2 895	1 39	25%
FLEX CONDITIONER Dry Greasy, Normal	12 x 200ml	10 68	1 49	9 51	1 09	9 09	1 05	20%
NO Dry, Greasy, Normal	12 x 200ml	9 96	1 39	9 00	1 04	8 58	99	20%
DRY SKIN RELIEF	12 x 200ml	11 40	1 59	10 20	1 17	9 72	1 12	20%
HPASTE	36 x Std	9 62	39	6 66	26	6 39	25	20%
	36 x Lge	13 57	55	9 36	36	8 91	34	20%
	12 x Econ	6 50	79	4 32	50	4 14	48	20%
	12 x Fam	-	99	5 40	62	5 22	60	20%
HAIRSPRAY								
Flyaway, Greasy, Normal	12 x Std	6 10	77	4 38	50	4 20	48	20%
Flyaway, Greasy, Normal	12 x Lge	8 623	1 09	6 12	70	5 85	67	20%

VANTAGE

Vestric

Offers available March & OE

Vestric Limited,
West Lane, Runcorn,
Cheshire, WA7 2PE.

If you would like to know more about Vantage,
please complete the coupon and return to the Marketing Manager.

Name _____

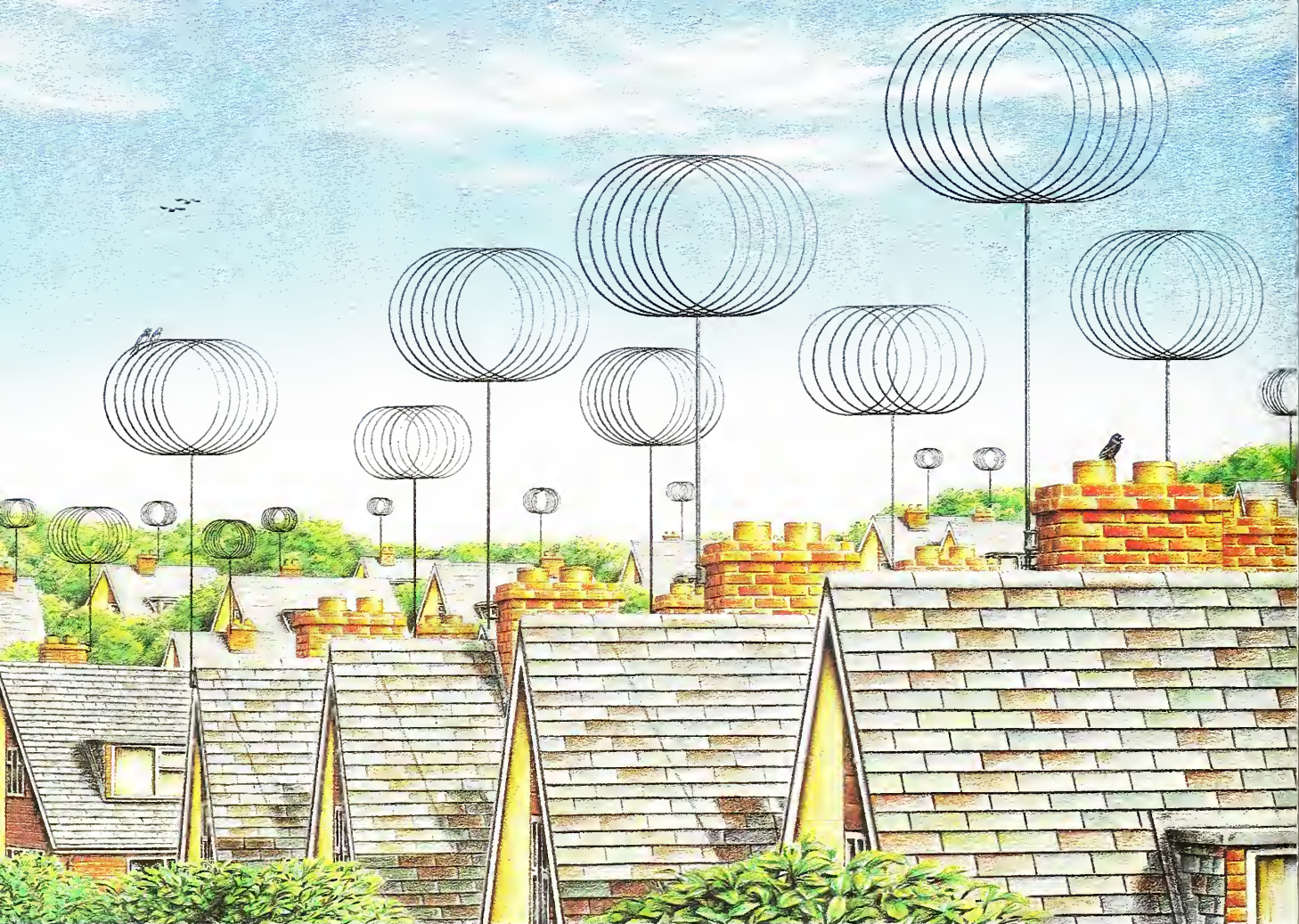
Address _____

Telephone: _____

CD 26/2

Guess who's spending £1 million on network T.V.?

TV starts April



You already know how well Sensodyne toothpaste sells. It's your No. 1 profit-making brand – and that's without TV. Professional recommendation by 95% of dentists has led to more and more people who demand Sensodyne by name.

Now our £1 million National TV campaign will reach the millions more with sensitive teeth who don't always visit their dentist regularly. This means even bigger sales.

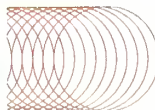
Results of a recent area TV campaign showed an immediate 82%* expansion in sales of both original and new mint Sensodyne.

So double your stocks to meet the increased demand and display both flavours prominently.

Act Now! Advertising starts April 4th. See your Stafford-Miller representative or contact us direct on Hatfield 61151 for details of special bonus terms.
Stafford-Miller Ltd., Hatfield, Herts. AL10 0NZ.



SENSODYNE
TOOTHPASTE
for sensitive teeth



SENSODYNE
TOOTHPASTE
for sensitive teeth

*Independent
Retail Audit

SENSODYNE TOOTHPASTE

Premium priced for premium profits.

CLINICAL TOPICS

Alain Li Wan Po, BPharm, PhD, MPS

Laetrile — from apricot stones to cyanide?

The safety of laetrile (also known as amygdalin or B17) was questioned in the *Commons* recently (*C&D*, February 19). There appears to be a danger that oral laetrile may produce fatal cyanide blood levels, an effect which may be enhanced in the presence of certain foods.

Laetrile is amygdalin, a naturally-occurring plant glycoside which can be transformed to cyanide by β -glucosidase, an enzyme present in many components of the diet, and by gastric acid. Benzaldehyde is the other less toxic by-product (figure 1). Some data suggest that the main product is mandelonitrile, which is equally toxic. The clinical papers unfortunately do not give adequate details of the analytical methods to exclude the possibility that mandelonitrile interferes with the assay for free cyanide but suggest that amygdalin is quantitatively converted to cyanide and benzaldehyde by the enzyme (figure 1). Sources of laetrile include the kernels of various nuts and fruits with stones, such as peaches and apricots.

Confusion

The terminology surrounding laetrile is made confusing by the fact that laetrile is also a brand name of another similar synthetic compound (figure 1). The laetrile found in health food stores is amygdalin extracted from bitter almonds or apricot pips and sold as tablets and other dosage forms. This laetrile is also referred to as vitamin B17, although it has no vitamin function. Other cyanogenic glycosides are often grouped together with laetrile under the name laetriles, nitrilides or vitamin B17.

The claims made for laetrile have focused on the compound being a natural or herbal alternative to cancer chemotherapy with traditional cytotoxic compounds. The claimed rationale for using laetrile in cancer treatment is that the cyanogenic compound is toxic to the malignant cells which lack rhodanese (mitochondrial sulphur transferase), an enzyme present in relatively high concentrations in normal hepatic and renal cells. This enzyme converts cyanide to the less toxic thiocyanate.

Inadequate

Despite the claims made for orthodox cancer chemotherapy, it is obvious to most people, not least those who are affected by the many variants of the disease, that current treatments for most

cancers are still woefully inadequate. It is quite understandable therefore that those condemned by conventional medicine should reach for any ray of hope that is shone in their direction. This formed the basis for the laetrile phenomenon in the United States. Anecdotal reports of miracle cures led to the formation of pressure groups which in turn opened up a lucrative market for both responsible and irresponsible laetrile dealers.

The pressure groups initially won the day as a retrospective study funded by the National Cancer Institute of the USA indicated that two cases of successful management of cancer might well have been attributable to laetrile. The pressure on the organisations involved in co-ordinating cancer research to conduct prospective clinical trials on the use of laetrile became unbearable. After all, the pressure groups were getting bigger and many of their members were direct or indirect contributors to the research funds. Eventually a prospective trial was carried out with funding from the NCI and the support of the Food and Drug Administration.

The results of the study were published early last year. The conclusion was clear. Laetrile did not work. Earlier work had shown that intravenous administration of laetrile did not appear to produce any detectable side effects after a daily dose of 4.5g per sq m of body surface for 21 consecutive days. The drug had a half-life of about one to two hours and most of the drug was excreted unchanged in the urine. No cyanide was detected in blood after intravenous laetrile.

Following oral administration of laetrile, however, only small amounts of the drug could be detected in the urine and blood cyanide levels were significantly raised. The maximum

blood level observed with an oral dose of 0.5g three times a day for seven days was about 2 micrograms per ml. A patient who took 1g of laetrile instead of 0.5g showed blood levels of over 3 micrograms per ml. Cyanide levels of this magnitude have been shown to be fatal in some instances in man. Taking foods such as raw nuts which are rich in glucosidase can be expected to lead to higher cyanide levels with the same dose of laetrile. There is clearly a risk in taking laetrile particularly at single doses exceeding 0.5g and with glucosidase-containing foods.

More trials?

The next obvious question from the laetrile proponents is: what of the effectiveness of laetrile in the earlier stages of cancer given that the prospective study was carried out on cases of advanced cancer? This question is yet to be answered but the ethical problems involved, given that laetrile is unlikely to be useful or at least much less useful than better established traditional cytotoxic agents, mean that the clinical trials necessary for testing this possibility will probably never be carried out.

The drug regulatory and medical organisations of the USA are sufficiently convinced by the existing data to warn against the use of laetrile. But ban alcohol and boot-legging takes over. Likewise, with laetrile, a ban will doubtless lead to the channelling of the despair of cancer patients into other aspects of unorthodox medicine.

Other facets of the so-called natural or holistic approach to disease treatment will no doubt come to the fore in due course; a sure sign that orthodox medicine has not yet found the answer either. The same question can be put to both sides. What next?

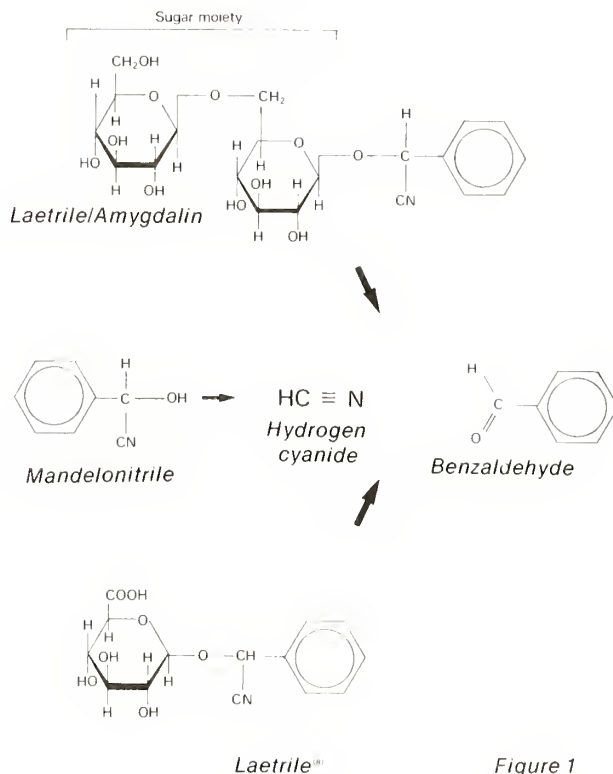


Figure 1

MUM IS GETTING BIGGER IN BATHROOMS.



As you can see, Mum has updated her image with a new pack label, designed for greater shelf impact.

Mum has also grown bigger - with the introduction of a new 40ml value-for-money pack.

The only thing you will recognise about Mum is the fact that it's still brand leader, outselling the nearest competitor by more than 50%.

No wonder Mum's the word for profits in 1983.



Fat, fallacy or worth fighting?

What is it that millions of Continental women want to get rid of but British women are not supposed to have? C&D looks at the controversy surrounding cellulite.

Cellulite, as far as most British doctors are concerned, does not exist. It is another name for fat, a myth created by marketing managers or just an excuse for not going on a diet.

Believers in cellulite, however, claim it is a condition in its own right, with causes ranging from poor circulation and hormonal imbalance to riotous living and that ubiquitous scapegoat "stress". A variety of treatments is available, each aiming to attack one or all of these causes.

One reason for cellulite's lack of acceptance, some proponents claim, is that the male-dominated medical profession has been unwilling to waste time researching what it regards is a figment of female vanity. Who, after all, ever died of flabby legs?

Yet such is female vanity that some women are prepared to spend over £600 at a Harley Street clinic to be punctured with a "hedgehog" syringe, a weapon with eight to 18 needles for injecting a pharmaceutical cocktail of hyalase, mocopolysaccharidase, B vitamins and a mild diuretic into the offending areas.

Advertising ban

The Advertising Standards Authority goes along with the idea that cellulite does not exist. The British Code of Advertising Practice mentions "products claiming to

achieve slimming through removal of cellulite" in its list of products for which weight loss or figure control claims are unacceptable. Even if manufacturers mentioned cellulite with no reference to slimming, the ASA would still be unimpressed because, according to a spokesman, the claim would inevitably imply a reduction of inches.

So products designed to get rid of the condition are rarely advertised and, if they are, the copy tends to concentrate on general cosmetic benefits. Helancyl, for example, will be advertised with the slogan "Tone up your skin while you bathe" in a campaign starting next month in the colour supplements and from April in women's magazines.

Although pack literature does not usually come under the ASA's remit, manufacturers generally avoid mentioning the word cellulite in product information. Reasons suggested are that the term has fallen into disrepute with the medical profession and, although used widely in Europe, is not well understood by the British consumer. However Concept, in a Press release for Helancyl, give a detailed explanation of what cellulite is.

It is, they say, an accumulation of toxins in the connective tissue of the dermis. When pinched, areas of the skin

dimple giving the surface an "orange peel" appearance whereas normal healthy skin remains plump and smooth. As the condition worsens, lumpy nodules can be felt in the deeper layers.

It is a localised problem, normally found on the hips, buttocks and thighs of women, although it can occur in the abdomen, ankles, knees, upper arms and behind the neck. While it is usually seen in obese women, even the slimmest bodies can be affected.

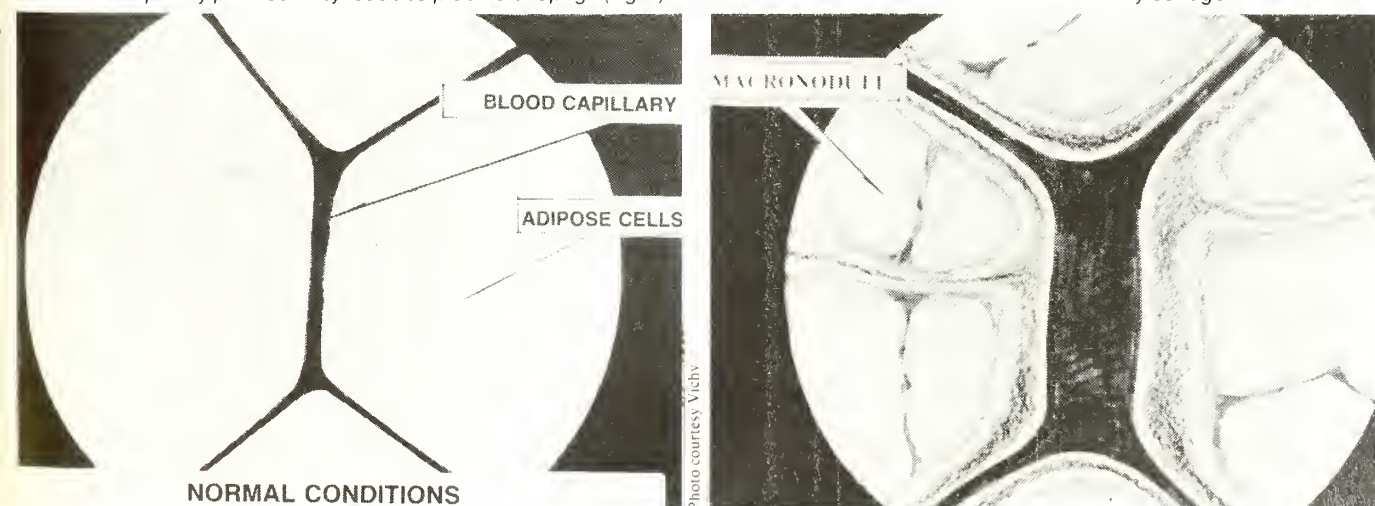
The Press release goes on to explain that in most cases the problem starts at a time of hormonal imbalance when oestrogens are being produced in excess of progesterone, resulting in water retention. "Medical statistics" have shown that the onset of cellulite coincides with these hormonal changes in 75 per cent of cases — 12 per cent in puberty, 17 per cent during pregnancy, 19 per cent on starting the "pill" and 27 per cent at the onset of the menopause.

Other contributory factors are said to be an accumulation of waste products caused by an unbalanced diet, constipation or too much coffee, alcohol, cigarettes or spicy food. Also blamed are poor circulation aggravated by lack of exercise and sedentary occupations, and stress which can accentuate the hormonal imbalance.

According to Concept, cellulite develops as a result of water retention in the connective tissue surrounding the nerves and blood vessels in the dermis. As the veins become compressed, they are less able to work efficiently and this leads to a build up of toxins in the connective tissue, irritating the tissue fibres which break up into numerous fibrils. These fibrils wind round the veins, fat cells and nerves, resulting in poor circulation, further build up of toxins and loss of elasticity in the skin. Dieting, it is

Continued overleaf

Adipose tissue is believed by some researchers to change in certain problem areas, notably the hips and thighs of women. Increased capillary permeability leads to plasma seepage (right) and formation of macronodules surrounded by collagen



THE CELLULITE CONTROVERSY

Continued from previous page

Treatments aim to attack a variety of causes

claimed, has no effect because the fat lobules become enclosed by a barrier of fibrils.

Treatment should concentrate on correcting the hormonal imbalance, with a doctor's advice, and improving the diet by eating lots of fresh fruit and vegetables, cutting out sugar, spices, alcohol and coffee, and drinking large quantities of water. Exercise and local massage of the problem areas can improve the circulation. The Helancyl massage regime is said to break down the lumpy nodules under the skin and to tone the muscle tissue. Ivy extract in the soap and cream improves the circulation and increases the oxygen supply to the tissues.

But, it seems, there is still no easy way out for the overweight. "First of all," says Concept, "obese patients should follow a general slimming diet prior to the localised treatment."

All the medical evidence behind Concept's advice comes from Dr Frost, professor and dermatologist, Medical University of Miami, USA, and Dr Privat, a French endocrinologist.

French product

For some years Vichy have marketed a "slenderising cream" in France called Effiligne. They quote the research of S.B. Curri, a biochemist, and his co-workers at the University of Milan who have shown that these problem areas result from changes in subcutaneous tissue. The blood capillary walls stretch and dilation occurs. Plasma seeps through the walls and between the adipose cells which then regroup into nodules. Further changes lead to the formation of collagen fibre bundles which thicken and surround groups of adipose cells forming micro-nodules. These regroup into macro-nodules which are responsible for the skin's irregular wrinkled appearance.

Compression slows down capillary exchange and results in a build-up of triglycerides in the adipose tissue. Nerve ending compression leads to pain when pressure is applied.

Finally, gas chromatography has identified changes in the ratio of fatty acids and triglycerides with a slight increase in the ratio of palmitic acid: stearic acid, a more marked increase in oleic-linoleic acid: stearic acid and a moderate increase in saturated fatty acids: unsaturated fatty acids.

According to Vichy, a product

designed to get rid of these "specific problem areas" should stimulate the capillary circulation to eliminate the accumulated waste products and reduce capillary stagnation. It should cause lipolysis of the triglycerides in the adipose tissue and it should soften the collagen fibres to dissipate the macronodules.

Effiligne contains adipofiline (a water soluble salt of theophylline), algisium (a silicone compound) and the amino acid l-proline. Silicone is included to keep the skin supple and maintain the elasticity of the tissues. Adipofiline assists the breakdown of the triglycerides in fat cells to fatty acids, a process which is regulated by cyclic AMP. Xanthines block the phosphodiesterase enzyme which degrades this cyclic AMP.

Effiligne's pharmacological properties therefore suggest it is acting on normal fat rather than some special condition associated with oedema and fibrils. But Vichy say that trials of the product gave greater reductions of body measurements in women who had "orange peel" skin than in those with normal fat. As the product is used in conjunction with fairly vigorous massage, Vichy admit that the massage might have increased the benefits in the former by improving the circulation.

Golden Ltd declined to disclose the ingredients of Biotherm slenderising cream but say it is not a diuretic, nor does it stimulate blood flow. It acts by breaking down the "sticky substances" that accumulate around groups of fat cells. Like the Vichy product, it does not act on normal fat.

Aromatherapist's approach

Daniele Ryman, an aromatherapist who runs the Marguerite Maury clinic in London, believes that cellulite is a form of oedema which may have several causes. Besides hormonal imbalance, it can also be caused by bad posture affecting the circulation and can be helped by exercise or even by padding the shoes to correct flat feet. She says it is often seen in people suffering from digestive or liver complaints and in those with anxiety or insomnia.

Ms Ryman's approach to treatment differs according to the individual but usually involves massage with essential oils having diuretic and mild anti-oestrogen effects. Treatment may also aim to help digestive disorders and aid

relaxation. She often recommends a complete change of lifestyle, advising patients to stop smoking, cut out alcohol, tea, coffee and sugar and to diet if they are overweight.

Treatment given at the clinic may be continued at home with the body oils and bath essences, some of which are available for sale through pharmacies (*C&D*, December 18/25, 1982, p1084). Although unable to support her results with statistics, Ms Ryman says there are noticeable improvements in body shape and skin texture after a course of six treatments.

But whatever it is, cellulite can be made to disappear. Concept, Vichy and Golden have all carried out medically-supervised trials showing that their products do "slenderise". Helancyl has produced a reduction of measurements in up to 84 per cent of cases. Golden quote a trial in which 43 out of 49 women experienced reductions after using Biotherm slenderising cream for 15 days, with 41 positive results out of 47 cases after 30 days.

Unconvinced

Professor John Yudkin, Emeritus professor of nutrition, Queen Elizabeth College, London University, and an acknowledged expert on obesity, remains unconvinced by all these claims.

"Cellulite is nothing but fat that, like all fat, can be got rid of by dieting," he says. "Even slim women have small amounts of fat accumulated where they don't like it. And if they don't like how the good Lord arranged for their fat to be distributed they tend to look for excuses."

"People prefer to do almost anything rather than change their eating habits and it's a great relief to be told they have a special condition that can be cured by rubbing in oils or using special gloves."

And the problem is not confined to women. "If you looked carefully you would find several fat men whose skin puckered with an orange peel effect when pinched."

"Many people have examined adipose tissue under the microscope and if there were any real differences in structure the findings would have been published in reputable journals and incorporated into standard textbooks of physiology and histology. The only way collagen fibres are likely to build up is as the scar tissue which results from severe bruising or other injury."

As a scientist, it will only be undisputable scientific evidence that makes him change his mind into believing that cellulite does exist. "But isn't it a pity!" he admits. "How nice it would be if there were such a thing and we could get rid of it so easily!"



Tramil

Tramil, the first major paracetamol product in capsule form, has been a remarkable success. Not only because of its analgesic ingredient, but because of its heavy TV support.

With this extra ingredient, it's achieved over 80% distribution in just two months. (Not to mention a market share that's already nearly half that of some well-established brands.)

To keep sales soaring, ICC are putting another £500,000+ behind Tramil in March and April: on TV, of course. And there's a lot more to come later this year.

It's the kind of support that makes Tramil a pain reliever with all the right ingredients.

**TRAMIL. NOW WITH EVEN MORE OF ITS
POWERFUL, FAST-ACTING INGREDIENT.**



BEECHAM PROPRIETARIES

Prices effective from
28th March, 1983.

Product Description	Sales Status	Retail Price per Unit Incl. VAT	Units per Case	Standard Wholesale Price Per Case Excl. VAT
		Pence		£
DINNEFORDS				
Magnesia Gripe Mixture	GSL	78	12	6.22
ENO 'FRUIT SALTS' 'LEMON FLAVOUR'				
10 sachet	GSL	75	12	5.98
Standard (109g)	GSL	99	6	3.95
ELLIMANS EMBROCATION				
Universal Royal standard (70ml)	GSL	75	12	5.98
Universal Royal large (110ml)	GSL	105	12	8.37
MACLEANS INDIGESTION REMEDIES				
Tablets, standard (24 tabs.)	GSL	69	12	5.50
Tablets, large (44 tabs.)	GSL	113	6	4.50
Powder, large	GSL	113	6	4.50
RALGEX				
Balm	GSL	72	12	5.74
Stick	GSL	79	12	6.30
Spray	GSL	129	12	10.28
SETLERS				
10 tablets (1 roll)	GSL	24	24	3.83
30 tablets (3 roll)	GSL	57	12	4.54
50 tablets (5 roll)	GSL	84	12	6.70
100 tablets (10 roll)	GSL	120	6	4.78
SCOTT'S EMULSION				
Medium (now 200ml)	P	1.65	6	6.46

All Case Forms subject to the addition of 15% Value Added Tax

All above prices are Resale Price Maintained

GSL: Medicine For General Sale. Wholesalers must hold a Wholesale Dealers Licence (Medicines Act, 1968).

P: Sale is restricted to persons lawfully conducting a Retail Pharmacy business or to holders of a Wholesale Dealers Licence (Medicines Act, 1968) for sale to the lawful conductor of a retail pharmacy.

BEECHAM PROPRIETARIES

BEECHAM HOUSE · BRENTFORD · MIDDLESEX TW9 8BD
TELEPHONE: 01-560 5151

WESTMINSTER REPORT

Sick pay increases

Increases in statutory sick pay come into effect on April 6 under the Statutory Sick Pay Up-rating Order 983 (SI 1983 No 123, HMSO £0.35).

Employers will have to pay £40.25 a week where the employee's normal weekly earnings are not less than £65, £33.75 weekly where the earnings are between £48.50 and £65, and £27.20 weekly in any other case where statutory sick pay is payable. The increases were made following a review of the Social Security and Housing Benefits Act 1982.

Substandard generics

Of the 666 reports of defective medicines received by the DHSS from pharmacists in 1982, some 46 concerned generic drugs found not to meet the quality specifications in their product licences. Mr Geoffrey Finsberg, Under Secretary for Health, gave this information in the House of Commons this week, in reply to a question from Social Democratic MP, Mr Mike Thomas. Mr Finsberg's information did not include complaints from retail pharmacies, as this information is not available centrally.

£12m costs for PPA

Under Secretary for Health Mr Geoffrey Finsberg last week told the Commons that the Prescription Pricing Authority's running costs for the financial year 1982-81 amounted to £12.745m. This sum includes £1.037m attributable to the present stage of the authority's computerisation programme.

■ Production and distribution of the British National Formulary cost the DHSS some £536,000 in 1982, it was revealed in the Commons last week. *Drug and Therapeutics Bulletin* cost £468,000, and *Prescribers Journal* £51,000.

BOOKS

Minor illness or major disease — responding to symptoms in pharmacy by C. Edwards BPharm, PhD, MPS, and P. Stillman MB, ChB.

Pharmaceutical Press, 1 Lambeth High Street, London SE1 7JN. 9 × 12ins. Pp viii + 78 (paperbound). £4.

This is a collection of articles reprinted straight from the *Pharmaceutical Journal*, intended to help the pharmacist with counter-prescribing. Subjects covered include abdominal disorders, paediatrics, skin, eye and ear problems, respiratory disorders, backache, pregnancy and contraception, and mental disease symptoms.

While the subject matter is recommended reading for all pharmacists, it is a pity that the opportunity to include more diagrams and illustrations in the reprinted articles was not taken. A useful appendix on first aid, and first aid advice, is included after the index, although the topics are not actually mentioned in it!

The authors are a general medical practitioner and a lecturer in clinical pharmacy at Aston University — *C&D's* counter-prescribing series by Dr Alain Li Wan Po comes from the same stable (the latter's new textbook on non-prescription drugs was recorded in *C&D*, October 16, 1982).

LETTERS

The Maltown case

The law department of the Pharmaceutical Society recently drew the attention of pharmacists to the fact that, subject to certain conditions, it is legal to import medicinal products *without* being the holder of a product licence.

Maltown Ltd acknowledge that they made errors in respect of the import documentation procedure and one could argue that as a licensed wholesale dealer they should have been aware of the correct method of importation. However, we would like to make it clear that it has taken more than six months of investigative reporting by the media to unearth the "Medicines (Exemption from Licences) (Importation) Order 1978" since it was not in the drug industries' interests to make it public knowledge.

We have now adopted the correct import procedure and have informed the licensing authority accordingly. Our legal advisors are now considering a further appeal against sentence to the Court of Criminal Appeal and I would like to express my thanks to those reporters who have helped to make this possible.

Malcolm J. Town
Managing Director,
Maltown Limited, Harrogate

Clothier in danger

I shall be brief. Those who have encouraged us to write to our MPs to ask support for Clement Freud's early day motion on Clothier have either been ignorant of Parliamentary procedure (as I was myself until a week ago), or are

deliberately trying to kill Clothier.

Few of us could be expected to understand the fact that any motion seeking to cause discussion of the clauses of a proposition put to the House by the Secretary of State as an *agreement*, signed by all interested professions, and only requiring ratification, would almost certainly lead to its being referred back to the parties . . . or put to the bottom of the list of items awaiting the allocation of parliamentary time. Killed, in fact.

The point is that if one of the clauses were objected to, then any number of others might also be seen as needing change, by those supporting other points of view.

There are no grey edges to this. The matter is black or white. Either we support implementation of Clothier, or we don't. If we do, then we *must* write now (again?) to our MPs asking them to

support *only* the first amendment to Mr Freud's motion, which limits that motion to a recognition of the valued role of rural pharmacy, but omits any reference to the contentious option forms. And, if the Rural Pharmacists Association is serious about wanting Clothier, it must ask Mr Freud to withdraw his motion.

Because of our witless behaviour we may face the loss of the agreement and so be forced to make our way in a state of rural anarchy with the certainty of an exceedingly nasty breakdown of relations between the professions.

I write as a member of Dorset FPC's dispensing sub-committee and as public relations officer of the Dorset LPC.

Kenneth Sims,
Poole, Dorset.
[See also p350].

Get your share of sales from

Kalms

BIG

ADVERTISING

BOOST

Kalms successful launch last year means we can double our advertising in 1983. Over 30 special position spaces will appear in a concentrated burst in

● Sun ● Daily Express ● Daily Telegraph
● Sunday Express ● Daily Mail

Kalms relieve modern day stresses and strains, have no unpleasant side effects, non habit forming, do not cause drowsiness, contain only natural ingredients.



For full details contact sole chemist distributors Ernest Jackson & Co. Ltd., Crediton, Devon. EX17 3AP. Tel. 03632 2251.



The Nordisk insulin infuser currently under evaluation and expected to be available from April through some major diabetic treatment centres in the UK. This picture should have appeared instead of the one shown in the C&D diabetes feature (February 12, p286).

Vestric link up as level 2 launched at last

Vestric's Link level 2 was launched this week and marketing manager Mr John Kerry estimates the company has as many as 750 orders already placed.

A printer, a monitor and a memory expansion box need to be added to the original Link computer in order to operate level 2. The equipment is available through Pharmed Ltd, a company set up specifically to handle pharmacy computer requirements, say Vestric.

The printer used is the popular 9×9 Epson dot matrix printer, and the system claims to be the only one to offer a label designed to fit onto a 16ml tablet bottle. A monitor with either a green or amber display is available.

The expansion box contains the programs and files. All standard files are in the fixed ROM memory. Labels are built up using a series of codes — of particular benefit to the one fingered typist, Vestric suggest. The users's own files can be built up and amended as necessary, and are stored in a section of the expansion box that has its own battery support, protecting stored information in case of power failure. Standard and user drug files hold approximately 1,000 drugs in the memory.

Counselling information is displayed on the monitor to help the pharmacist improve his or her professional service. A number of pre-defined labels can be stored and recalled to avoid typing

complicated directions.

Level 2 can be purchased outright at a cost of £895 + VAT, and arrangements can be made to spread the cost over several months. Vestric have also set up a maintenance service through Software Sciences. For £190 a year a response time of 8 hours, with replacement of the unit if necessary, is guaranteed anywhere in the UK and Northern Ireland.

Vestric already have some 1,600 level 1 units in operation — 130 retailers signed up in one week recently — and hope to have 500 level 2 systems installed by June.

The launch of level 2 will give an impetus to sales of level 1 as well, Mr Kerry thinks. "People are saying they want both together and have been waiting for level 2," he says.

Delay

Vestric have come in for criticism over the length of time it has taken to reach level 2. When announcing the computer system in October 1981, level 2 was only "three or four months away." But Mr Kerry says: "We could have had it out earlier, but didn't want to rush it."

Vestric have had the unit on user trials with 12 pharmacists for the past few months. The company has recently reduced the service charge on level 1 by £20 a month and made compensatory adjustments to the discount scheme, which will no doubt encourage those wavering to take the plunge.

Autoscript joins computer labellers

The Autoscript pharmacy label system is the latest stand alone computer system on the market, launched in anticipation of the Pharmaceutical Society's deadline of 1984 for printed labels by Nelson Computer Services.

Using a Sharp MZ-80A and a high resolution printer, the system holds over 500 commonly used drugs and directions in its memory. Drugs can be recalled either using a code number or the first three characters of the drug name. At any stage during direction entry the program can be interrupted to type in non-standard directions. All information is displayed on the screen for editing prior to printing.

Pharmacy address can be printed if plain labels are used, and there is a repeat label facility. The drug file can be increased, deleted or amended by the pharmacist and any drug requiring a



mandatory warning produces an audio and visual prompt.

The system costs £1,199 + VAT, including programs (each system is supplied with free programs covering home finance, basic programming tutorial, education and games, says the company). A 12-month maintenance contract on a call-out basis costs £89. Installation and a training period, usually of half a day, is provided by Nelson Computer Services. *Nelson Computer Services Ltd, St John's Road, Bacup Road, Rawtenstall, Lancs (telephone 0706 229125).*

Slimming adverts break ASA code

Complaints were upheld against six companies advertising slimming products in the latest report from the Advertising Standards Authority. All were in breach of appendix C of the Code of Advertising Practice, which covers slimming and the claims that can be made concerning it.

Four of the complaints concerned statements made in direct mail leaflets or mail order advertisements. The ASA felt the claims that Starchblock and Newton's Traditional Remedies were making for the starch blocking tablets could not be sustained. An advertisement from Shopping Sense in *Living* magazine contained a number of claims in conflict with the code, as did claims made by Bioquell AG in a direct mail leaflet. Complaints against Oganic Food Service and Vebo (UK) Ltd were also upheld.

L'Oreal competition

Golden Ltd were subject to a complaint via a Trading Standards Office regarding the L'Oreal "Step into Style" competition featured in *Vogue* in April 1982, which had a closing date of May 31 and prizes specified for September. It was stated that a list of winners would be available to those sending a stamped addressed envelope. The complainant objected that she had written requesting a list of retailers but received no response. A list of prize winners was received in mid-October following intervention by the Trading Standard's Authority.

The complainant suggested that the competition had been inadequately administered and/or misleadingly represented, and that the prizes as advertised had not in fact been awarded.

The promoters stated that they had experienced difficulties in administering the competition and there had been delays in formulating the list of winners.

The ASA upheld the complaint. In the event of exceptional supervising difficulty it would be appropriate for the promoter to notify participants of the delay, the ASA maintains.

New extras for PLP3

Deliveries of the Kirby Oldham PLP 3 labeller have been delayed while three new features are added to the machine.

New customers will receive machines which have a linked message feature, allowing label warnings, and the facility to print more than one line at a time (eg for long drug names). An automatic text centring device will give symmetrical labels, and a temporary message facility is provided on volatile memory.

For users of the PLP 2 model the company will update the machine on the users' premises to provide the additional features for £30. *Kirby Oldham Ltd, Ellen Street, Oldham, Lancs.*

Take a look at Oral-B's position in the £3 million toothbrush market and you'll have to agree that our professional approach has certainly paid off.

We pioneered the professional market which now accounts for one third of all brushes sold. We are clear brand leader with around 50% of the market.

We're recommended by more dentists more often than any other brand. 83% of consumers who try Oral-B remain brand loyal.*

What's more, our market share is growing rapidly.

If that sounds impressive, it's nothing to what happened when we developed our new 'Right Angle' – the only brush with the type of

head recommended by dentists which is specially angled to help your customers reach the more awkward areas of their mouths.

Following a heavyweight TV campaign in the London area...

- Awareness of Oral-B increased by a staggering 40%*

- Sales rose by an amazing 32%*

This February, March and April we'll be putting the weight of TV behind Oral-B once again in London, Central and rolling out into other areas during the year – with what will undoubtedly be equal success.

After all, we've produced enough winners for you to recognise another when you see it. So stock up now and share in our success.

We'll get even more brushes into the bathroom by going through the lounge.



LONDON - FEB - MARCH
CENTRAL - MARCH - APRIL



The world's first name in oral care.

Use of animal tests in cosmetics 'insignificant'

The cosmetic industry's use of animals for testing is statistically insignificant, according to the Cosmetic, Toiletry and Perfumery Association.

In a statement on animal testing the CTPA says that the industry accounted for 0.56 per cent of animal tests in 1981 — a decline of 0.12 per cent from 1980.

The Association points out that the EEC is requesting extensive toxicological data on many long established substances which have not proven hazardous and refutes the claim that the cosmetics industry uses animals unnecessarily.

Referring to the Draize eye irritation test, CTPA says that there is no real alternative but increasingly, the test is performed so as to cause minimal or no damage.

The Association says the industry would like to further reduce the number of animals used and will continue to look for alternatives (*C&D*, November 27, 1982) because among other reasons animal testing is expensive and time-consuming. But CTPA points out that there is a need for regulatory authorities in different countries to accept each other's test results, because that is the only way to reduce unnecessary testing.

Prosecutions for illegal sales

The director of a pharmacy was fined £50 for illegally selling medicines after his pharmacist has gone home for the day.

Mr Ranjit Singh sold a bottle of capsules and inhaler to an inspector who posed as a customer at the pharmacy in Leinster Terrace, Bayswater, West London.

Mrs Katrina Wingfield, prosecuting for the Pharmaceutical Society, told Marylebone Magistrates Court: "The shop was regularly kept open after the pharmacist had left. He was aware that he was breaking the law when he made the sales."

Mr Singh, 30, admitted unlawfully selling Otrivine spray and Karvol capsules in August 1982. He was ordered to pay £50 towards prosecution costs. Neproy Ltd, the company which owns the shop, was fined £100 and ordered to pay £100 costs.

In another case, the Court heard that a pharmacy assistant sold Benylin and a codine preparation after the pharmacist had gone home.

Mrs Wingfield, again prosecuting, said the shop in Queensway, West London, was kept open late because an accountant was working in the basement.

The Pharmacy's director, Mr Mustafa

Ibrahim, was fined £50 for an illegal sale, and ordered to pay £50 costs. Tendbrook Ltd, owners of the pharmacy, were fined £100 and ordered to pay £100 costs.

Times unconvinced on drug substitution

Britain would not "win" by banning the use of branded pharmaceutical products in the NHS according to an article in *The Times* this week. But it concludes that in the wake of the recent criticism of the industry associated with Opren, and NHS drugs spending, pharmaceutical companies will become much more circumspect in the way they deploy their promotional budgets.

Mr Peter Harsant, managing director of Novo Laboratories, defends the system against "the generic threat". He cites the industry's research record, its export successes, the "reasonable" return on profits given the need for sustained innovation and the slow rise in drug prices compared with the RPI.

In summary *The Times* says that if a competitive, profit based system is considered the most appropriate for developing drugs and exports, the marketing structure on which the system is based has to be accepted as well. "If advertisements and the samples and the gifts did not increase sales, companies would not use them." But: "The consumer (your GP) does not have to pay the bill." [The drugs bill.].

Tory doubt too

It is questionable whether there would be any financial advantage to the nation from generic prescribing, according to the Conservative Medical Society.

Other ways of eliminating wastage,



Mr Paul Bowyer, MPS (left) receives his prize in a recent retail competition run by Robinsons of Chesterfield. Mr Bowyer of Ison and Bowyer Ltd, Birmingham, was presented with a hi-fi system by Mr G.E. Miller, regional key account manager, Robinsons (far right) and Mr John Ross, buying director of S.O.T. Health Foods, Stoke-on-Trent. The competition was to celebrate the launch of Robinsons' Soft and Pure cotton wool range

such as improved prescribing should be explored before taking a step which "may introduce long term and irreversible damages," says a discussion document from the Society.

Short lived savings only would be produced unless there were major alterations made to the pharmaceutical price regulation scheme. Should the scheme be abandoned or tightened there would be a decline in the profitability of the industry, the document concedes.

PSNC reply to SDP health paper

The Pharmaceutical Services Negotiating Committee would wish to be consulted on any moves to cut the drugs bill, and to negotiate adjustments to the contract so that no financial loss would be suffered by pharmacists, it has told Social Democrat health spokesman Mr Mike Thomas.

The PSNC was replying to a request to comment on the SDP's consultative health document "Fair treatment." The Committee supported the introduction of incentive payments for pharmaceutically deprived areas.

The commitment to rational location was emphasised, as was the settlement of disputes through the Review Panel. The PSNC would also be prepared to enter in to a "no strike" agreement on the basis set out in the document.

Nicotine gum no better than advice?

Nicotine gum proved no better than verbal advice alone in helping patients stop smoking, according to a report in last week's *British Medical Journal*.

In a multicentre trial 1,550 patients with smoking related disease attending a hospital or chest clinic were placed in one of four treatment groups: verbal advice to stop smoking; verbal advice reinforced by written advice; verbal and written advice together with nicotine chewing gum (2mg buffered nicotine per piece supplied by Lundbeck Ltd) or placebo gum.

The report says that chewing gum aided abstinence at three months with no significant difference between active and placebo gum. But after six months the superiority of gum disappeared and less people were chewing gum after 12 months than at 3 months.

Overall about one in ten stopped smoking which the group admit is low compared to a previous chest clinic study. However they say their criterion for success was stricter and stressed the importance of validation of abstinence, by measuring venous carboxyhaemoglobin and thiocyanate levels for example, as approximately one quarter of patients who claimed to have stopped smoking had not.



International Chemical Company Limited

announce the following prices effective from 1st March 1983

PRODUCT	RETAIL UNIT	Units per Outer	Retail price per unit Incl. VAT £. p.	W/Sale price per outer Excl. VAT £. p.	Quantity price per outer Excl. VAT £. p.
MEDICINES					
ANADIN Analgesic Tablets	4	48	18	5 66	4 95
	4	72	18	8 49	7 42
	8	48	34	10 69	9 35
	12	24	45	7 07	6 19
	(Tin) 12	24	49	7 70	6 74
	24	12	81	6 36	5 57
	24	24	81	12 73	11 14
	25	36	84	19 80	17 32
	*50	12	1 12	8 80	7 70
	*100	12	1 82	14 30	12 51
MAXIMUM STRENGTH ANADIN	*16	6	85	3 34	2 92
Analgesic Capsules	*36	6	1 53	6 01	5 26
SOLUBLE ANADIN	12	12	55	4 32	3 78
Analgesic Tablets	24	12	89	6 99	6 12
	*48	12	1 46	11 47	10 04
ANBESOL Antiseptic and Anaesthetic Liquid	*6ml	12	71	5 58	4 88
	*15ml	6	1 49	5 85	5 12
BISMAG Antacid Powder	30g	12	69	5 42	4 74
BISMAG Antacid Tablets	75	12	62	4 87	4 26
	165	12	1 06	8 33	7 29
BISODOL Antacid Powder	40g	12	69	5 42	4 74
	98g	12	1 16	9 11	7 97
BISODOL Antacid Tablets	12	24	28	4 40	3 85
	30	24	61	9 59	8 39
	100	12	1 32	10 37	9 07
CODANIN Analgesic Tablets	*25	6	1 25	4 91	4 30
COMPOUND W Wart Remover	*5 5ml	12	74	5 81	5 09
DRISTAN Decongestant Spray	15ml	12	1 24	9 74	8 52
DRISTAN Decongestant Tablets	*12	12	73	5 74	5 02
	*24	12	1 29	10 14	8 87
DRY CLEAR Acne Lotion	*30ml	6	1 99	7 82	6 84
FIBROSINE Rheumatic Balm	26g	12	79	6 21	5 43
FREEZONE Corn Remover	*5 5ml	12	74	5 81	5 09
POWERIN Analgesic Tablets	8	24	39	6 13	5 36
	25	12	93	7 31	6 39
PREPARATION H Ointment for Haemorrhoids	28g	12	1 03	8 09	7 08
	51g	6	1 57	6 17	5 40
HAEMORRHOIDAL Spray	*55g	6	1 72	6 76	5 91
PREPARATION H Suppositories for Haemorrhoids	6	12	66	5 19	4 54
	12	12	1 03	8 09	7 08
	24	6	1 84	7 23	6 32
	48	6	3 39	13 32	11 65
SEK Athletes Foot Ointment	16g	6	92	3 61	3 16
TRAMIL Paracetamol Capsules	12	12	63	4 95	4 33
	25	12	1 09	8 56	7 49
* These products are to be retailed through retail pharmacies only					
TOILETRIES					
ANNE FRENCH	50ml	12	95	7 00	6 12
Cleansing Cream	150ml	12	1 42	10 46	9 15
ANNE FRENCH	37ml	12	47	3 46	3 03
Cleansing Milk	84ml	12	83	6 11	5 35
	206ml	12	1 42	10 46	9 15
ANNE FRENCH	Sachet	24	32	4 71	4 12
Glow 5 Face Mask	75g	12	1 04	7 66	6 70
ANNE FRENCH Moisturiser	50g	6	1 17	4 31	3 77
IMMAC Depilatory Cream	Sachet	24	32	4 71	4 12
	28g	12	76	5 60	4 90
	56g	12	1 31	9 65	8 44
	100g	6	1 75	6 45	5 64
IMMAC Depilatory Lotion Roll-on	100ml	12	1 75	12 89	11 28
Bottle	125ml	12	1 34	9 87	8 64
IMMAC Depilatory Spray Lemon	175g	6	2 29	8 43	7 38
Regular	175g	6	2 29	8 43	7 38
KOLYNOS Denture Fixative	19g	12	72	5 30	4 64
	49g	12	1 21	8 91	7 80
KOLYNOS Superwhite Toothpaste	30ml	12	59	4 35	3 80
	50ml	12	83	6 11	5 35
TARGON Oil and Tar Remover	48ml	12	94	6 92	6 06

M&B launch pharmacy-only OTC sales force

May & Baker have formed a new specialist sales force to promote their OTC product range to pharmacists.

Over the next four months the nine representatives will visit every pharmacy in the UK, calling at approximately two-monthly intervals thereafter.

"For too long retail pharmacists have had just cause to complain of cut-backs in suppliers' sales force representation. Building an entirely new sales force to provide a better service is virtually unique," says Simon Fitall, M&B's OTC product manager. During the past two years of marketing their OTC range the company's GP sales force has been responsible for calling on pharmacies.

Chemists will be able to obtain preferential rates on products via direct transfer orders placed with representatives. During March and April

20 per cent discount will be offered on Anthisan, Anthical and Avomine, with other products being promoted in rotation.

The company will be distributing reply-paid transfer order forms in a newsletter which will be sent to over 8,000 pharmacists. This will allow those who do not see a representative at an appropriate time to order all M&B's OTC products.

The newsletter, which M&B hope will be produced every two months, will contain information on promotions, market research and PR activities, together with competitions, letters and customer information. M&B say that the move is in line with their commitment to a continuation of pharmacy-only distribution and increased service to pharmacists.

Retailers need more help says NCT

Not enough attention is given to small firms in retailing and the service trades, a position which often leads to the retail sector missing out on measures designed to help small businesses. That view was put forward by National Chamber of Trade director general Leslie Seeney, speaking at a recent Brussels conference held to inaugurate the European Community's year of small and medium sized enterprises.

Definitions of small business which involve turnover or number of employees may be adequate for industrial purposes, but often have no application to retailing, he said.

"A far better definition, if it could be suitably phrased, might refer to 'personal management' and the inability of small firms to employ specialist staff to deal with separate administrative aspects of the business."

Mr Seeney's speech also included a call for changes in the law to make it easier for independent retailers to pool their buying and so qualify for higher rates of discount.

Positive discrimination towards the independent trader should be introduced to ensure the retention or return of small retailers to inner city and other central shopping areas. "Consideration should be given to the possibility of adapting planning policies for that purpose and, where new developments are planned, it

should be obligatory for a number of units to be allocated for small independent retailers in positions where they would benefit from passing trade. Where rentals are so high as to deter such traders, it should be possible to devise a system of subsidies in order to provide a well-balanced trading mix."

Pharmaceutical trade surplus tops £600m

British pharmaceutical companies produced a 1982 balance of trade surplus of over £600m. Provisional figures from the Association of the British Pharmaceutical Industry show pharmaceutical exports up 12.8 per cent to £978m. Imports during the year rose 25 per cent to reach £374.6m, leaving a trade surplus of £603m — an increase of 6 per cent on 1981.

ABPI director Richard Arnold describes this surplus as "a further testimony to the industry's ability to compete in a very competitive international market for pharmaceutical medicines.

"To stay in the forefront, however," he adds, "we must continue to give every support and encouragement to our research-based industry. Any measures that might harm our innovative endeavours could prove disastrously costly to British taxpayers and will reduce the financial resources available to fund the NHS."

Sangers buy Fotovalue

The photographic division of Sangers plc has purchased — for an undisclosed six figure sum — the entire wholesale stock of Fotovalue, which has now ceased trading.

Sangers' "image" discount scheme will be offered to those Fotovalue dealers not in competition with existing image dealers. This development will further strengthen Sangers' leading position as photographic wholesalers in the UK, says the company.

New consultancy co for healthcare

Two pharmacists are among experts involved in a newly-formed management consultancy consortium. Information Transfer International, headed by Dr Akbar Jouhar as chief executive, will be drawing on its associate members' expertise in helping client companies solve one-off problems in the consumer and healthcare fields.

The company's main spheres of activity include product safety evaluation, the marketing of drugs, cosmetics and toiletries and the management of public affairs relevant to the pharmaceutical industry. Currently ITI are working on "a couple of drug registration problems."

John Cannell, FPS, and John Clough, MPS, are both members of the company's board of associates. Mr Cannell retired from Warner Lambert about a year ago, having worked there in the areas of drugs and cosmetics. John Clough left Bristol-Myers some three years ago, since when he has been organising his own consultancy business. Dr Jouhar himself has considerable experience in pharmaceutical medicine and the cosmetics industry.

Other fields of expertise covered by the company include those of computer technology, finance, marketing, administration and scientific translation work.

ITI will also be organising their own seminars and symposia on subjects of topical interest in the biological sciences. The first will be an international symposium on all aspects of risk, to be held at the Royal College of Physicians March 13-15.

95-fold overkill for Superdrug issue

Superdrug's flotation on the stock exchange (*C&D*, last week) has put the company in the record books, according to the *Financial Times*. The 8.8m shares up for sale attracted some 240,000

applications for a total of 840m shares, oversubscribed by a factor of 95. The previous record is thought to have been held by electronics company Eurotherm International, whose offer five years ago was over-subscribed a mere 85 times. Applications have been processed according to a ballot system, with a maximum single allocation of 70,000 shares. Letters of acceptance or regret were posted on Tuesday.

Soft tampon market review extended

The tampon market is to be monitored for a further year by the Director General of Fair Trading.

The Monopolies and Mergers Commission recommended in a report published in October 1980 (*C&D*, October 1980, p620) that the tampon market should be followed closely for two years. The report found a monopoly existed which resulted in women paying higher prices for Tampax and Lil-lets, but concluded that this did not seem to operate against the public interest.

The recommendation by the Commission was adopted by the Government in 1981 (*C&D*, February 14, 1981).

Dr Gerard Vaughan, Minister for Consumer Affairs, said in answer to a Parliamentary question by Mr Sidney Chapman MP: "The Director General considers that there is still uncertainty about the longer term competitive conditions in the tampon market. In particular, there have been recent new

entrants to the digital tampon sector. In order to assess the effect on competition of these potentially important developments, the Director General will monitor the market for a further year."

APPOINTMENTS

■ **Berridge Environmental Laboratories Ltd:** Gerald Ainsworth has been appointed to the board.

■ **Kendall Co (UK) Ltd:** Catherine Branton has assumed responsibility for UK customer service. Colette Dockery takes over from Maurice Plant as European customer service controller.

■ **Medical Sterile Products Association:** Newly-elected officers for 1983 are: chairman, Mr A.W. Barrell, Travenol Laboratories Ltd; secretary, Mr S. Desmond, Surgikos Ltd; treasurer, Mr J. Cummings, Leyland Medical International Ltd; chairman technical sub-committee, Mr C. Grenshaw, Portex Ltd; chairman commercial sub-committee, Mr M. Ely, Becton Dickinson (UK) Ltd.

■ **Bowater-Scott Corporation Ltd:** Ray Dinkin, consumer marketing director of Bowater-Scott UK, has been appointed a vice-president of Scott Paper International. He will be London-based, but take responsibility for Scott's operations in Belgium, Holland and France. Nigel Thomas, currently consumer sales director for Bowater-Scott, becomes sales and marketing director of the consumer division.

MARKET NEWS

Alexandrian senna crop delayed

London, February 22: Harvesting of the new crop of Alexandrian senna has been severely affected by adverse weather conditions, and shipments which normally take place in early January have not so far begun. Stocks of hand-picked pods which were short last year are now very scarce and dearer, while the manufacturers' grade prices are nominal. Supplies of Tinnevely pods and leaves are available at previous rates. Elsewhere in botanicals Cape aloes continued to rise and several items were easier including Peru balsam, cascara, cherry bark and Sarsaparilla — all in the forward position.

Forward trading in Chinese produce was affected by their New Year holidays. Likewise, in Brazil it was carnival time (Carni Gras). Thus it was impossible to establish whether any cif offers of Peppermint oil were direct or from

second-hand sellers. Indonesian oils were easier with the exception of clove-leaf, the spot price of which advanced from £2.15 to £2.85 per kg.

Crude drugs

Aloes: Cape no spot; £2.105 metric ton, cif. Curacao £6.850 cif.
Balsams: (kg) Canada: unquoted. **Copaiba:** Spot £4.35, £4.60, cif. Peru: £8.10 spot; £7.90, cif. **Tolu:** Spot £5.30.
Cascara: No spot; £1.530 metric ton, cif.
Cherry bark: No spot; £1.815, metric ton, cif.
Cochineal: (kg) Tenerife black brilliant from £28.20 spot; £16.50 forward. Peru silver-grey £9.80.
Ginger: Cochun £1.450 metric ton spot and cif. Jamaican No.3 £1.950, cif. Nigerian split £725, cif. Indonesian £650 spot.
Kola nuts: £250 metric ton spot, £270, cif.
Liquorice: Root, no spot, £660 metric ton, cif. Block juice £1,400 metric ton spot; spray-dried powder £1,900.
Menthhol: (kg) Brazilian £7.65 spot, £7.45, cif. Chinese £7.50 spot; £7.15, cif.
Sarsaparilla: Mexican £1,980 metric ton, cif.
Senna: (kg) spot Alexandria pods hand-picked from £2 upwards; manufacturing nominal. Tinnevely leaf leaves £0.53; pods, faq £0.48; hand-picked £0.55.
Turmeric: Madras finger £550 metric ton spot and cif.

Essential oils

Cananga: No spot, £27, kg, cif.
Cassia: Chinese £57.50 kg spot; £55, cif.
Cedarwood: Chinese £4.45 kg spot; £4.15, cif.
Cinnamon: Ceylon leaf no spot; £4.40 kg, cif; bark English-distilled, £155.
Citronella: Ceylon £2.90 kg spot; £2.35, cif. Chinese £3.30 spot; £3.10, cif.
Clove: Indonesian leaf £2.85 kg spot; £2.60, cif. English distilled bud £57 spot.
Ginger: Chinese £28 kg spot, £26.75, cif, English, distilled (ex W. African root) £67.50, ex Indian £73.
Nutmeg: East Indian no spot, £10.25 kg, cif, English distilled £15.
Patchouli: Indonesia £25.50 kg spot; £24.10, cif.
Peppermint: (kg) Arvensis — Brazilian £14 spot; £13.75, cif. Chinese £4.65 spot and cif. American piperata £13.50.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include Value Added Tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Medical Olympics

Calling all sports-minded pharmacists! Fancy claiming a world title when the Fourth World Medical Games take place in Paris later this year? The event, which runs from August 28 to September 3 has 16 disciplines, including athletics, cycling, tennis, squash, swimming, rifle-shooting, sailing, surfing, golf and football. There are also competitions in the pentathlon and archery. This year's event is being sponsored by Pharmaton, who are organising a symposium as part of the week's activities. Information about registration and details of travel from *The Pharmaton Information Bureau, Spinney House, Church Street, Liverpool L1 3AU* (tel: 051-708 7071).

Tuesday, March 1

Brighton & Hove Branch, National Pharmaceutical Association, Langfords Hotel, Third Avenue, Hove, Sussex, at 8pm. Mr D.R. Gibbons, SSP presenter of Brighton, on "Statutory sick pay — what you need to know."

Wednesday, March 2

Southport Branch, National Pharmaceutical Association, Southport Medical Centre, Scarisbrick Road, Southport, at 7.30pm. Mr A. Eacer, member of the board of management of NPA, on "Starting your own business." Joint meeting with Sefton Branch of the Pharmaceutical Society.

Edinburgh and Eife Branches, Pharmaceutical Society, Barnton Hotel, Queensferry Road, at 7.45pm. Mr D. Bolton, district pharmaceutical officer, Bangor Hospital, on "Patient compliance."

Sheffield Branch, Pharmaceutical Society, Jessop Hospital lecture theatre, School of Physiotherapy, at 8pm. Dr I. Jones, Postgraduate School of Studies in Pharmacy, University of Bradford, on "Some financial aspects of general practice pharmacy."

Harrogate Branch, Pharmaceutical Society, Postgraduate medical centre, Harrogate General Hospital, at 7.30pm. Dr B.K. Tones, reader in health education, Leeds Polytechnic, on "Smoking — a health education problem?"

Thursday, March 3

Hastings Branch, National Pharmaceutical Association, Postgraduate medical centre, Holmesdale Gardens, Hastings, at 8pm. Mr M. Gellman, chairman, NPA, on "Great Expectations." Joint meeting with Hastings Branch of the Pharmaceutical Society.

Huddersfield Branch, Pharmaceutical Society, Commercial Hotel, Paddock, at 8pm. Talk by Mr R. Gledhill on "A trip down the Nile."

Hounslow Branch, Pharmaceutical Society, Lecture theatre, West Middlesex Hospital, Twickenham Road, Isleworth, at 7.45pm. Mr P. Crees on "General practice pharmacy — Soviet style."

Thames Valley Pharmacists' Association, Sterling Winthrop House, at 8pm. General meeting, followed by Mr J.G. Iles, member of Council, on "The promotion of the interests of members."

Society of Cosmetic Scientists, Royal Society of Arts, 6 John Adam Street London WC2, at 6.30pm. Sir Geoffrey Allen, director of Engineering and Research Division, Unilever plc, gives the medal lecture.

Advance information

Industrial Pharmacists Group, Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN, on Wednesday, March 9 at 10am. Joint meeting with Joint Pharmaceutical Analysis Group on "Quality control of parental products." Registration fee £15 for members of PSGB/IPAG, £30 for non members. Details from Mr R.E. Marshall, PSGB, (telephone 01-735 9141).

Birmingham Branch, Pharmaceutical Society, Keys Dining Club, Margaret Street, Birmingham, on Thursday, March 24 at 7.30pm. Annual dinner — guest speaker from Birmingham Stock Exchange. Details from Anne Reid, 9 Oldnall Road, Kidderminster, Worcs.

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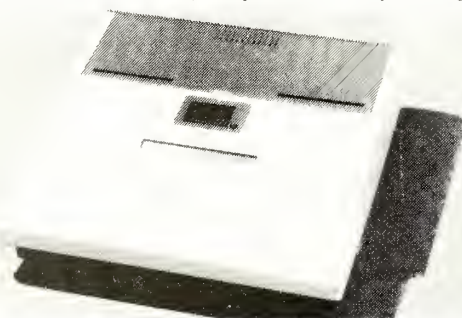
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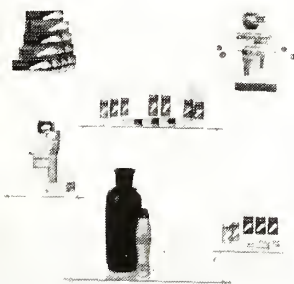
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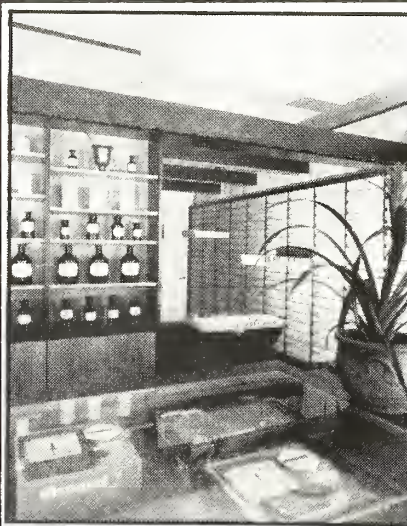
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